

MAY 1939

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UNIVERSITY OF MD

The American

P E R F U M E R

O S M E T I C S · T O I L E T P R E P A R A T I O N S

W I R Z T U B E S



WIRZ tubes stand the test in the consumer's hand. That's why year after year so many of the public's favorite products are packaged in WIRZ tubes. Production and sales executives realize WIRZ tubes have an extra merchandising value which pushes sales curves upward.

WIRZ tubes fit into modern marketing and merchandising... they give sanitary protection, convenience, and eye appeal... they help sales climb. Ask our representative to show you how. There's no obligation.

COLLAPSIBLE METAL TUBES  
METAL SPRINKLER TOPS

A. H. Wirz, Inc.  
Established 1836  
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HOUSEHOLD CAN SPOUTS  
AND APPLICATOR PIPES

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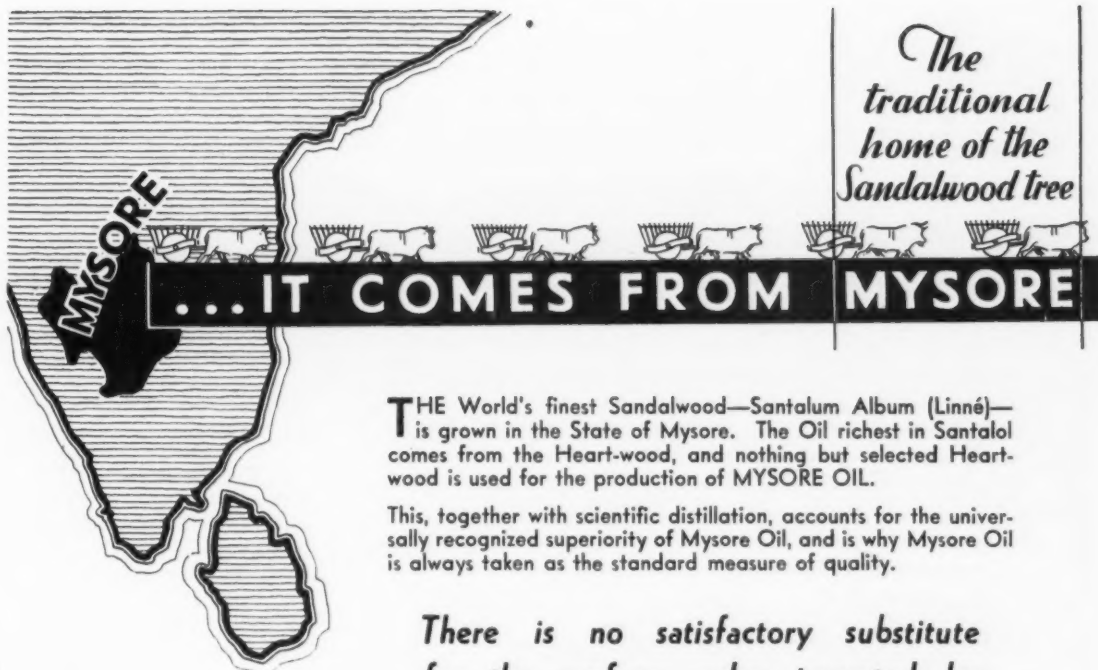
ultivated in the beautiful sheltered rose valleys of Bulgaria is the "Empress among Flowers," the glorious Bulgarian Rose. A constant loyalty to this stateliness governs Pappazoglou in their controlled production of Otto of Rose d'Or, without deviation. Sole American distribution through Ungerer & Co. positively assures you matchless purity and quality in this aristocrat of volatile oils.

*We invite your inquiry on this exceptional product*

OTTO  
"ROSE  
D'OR"



UNGERER & CO.  
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THE World's finest Sandalwood—*Santalum Album* (Linné)—is grown in the State of Mysore. The Oil richest in Santalol comes from the Heart-wood, and nothing but selected Heart-wood is used for the production of MYSORE OIL.

This, together with scientific distillation, accounts for the universally recognized superiority of Mysore Oil, and is why Mysore Oil is always taken as the standard measure of quality.

*There is no satisfactory substitute for the perfume value imparted by Genuine Mysore Sandalwood Oil.*



Sole Agents for  
the United States  
W. J. BUSH & CO., Inc.,  
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Sole Agents  
for Canada  
W. J. BUSH & CO.  
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Most perfumers and soap manufacturers prefer to use natural products; due to uncontrolled supplies, prices often advance to such a point that they have to limit the use of natural products and use cheaper synthetic materials with varying success.

This situation will not develop in the case of genuine Mysore Sandalwood Oil. The Forest Department controls the cutting of trees in such an intelligent and farseeing manner that large or potentially large users of genuine Mysore Sandalwood Oil are assured adequate supplies at reasonable prices at all times.

Distilled at our Linden, N. J., plant and offered only in original sealed and numbered containers.

*"'Ye Oldest Essence Distillers"*

**W. J. BUSH & CO.**  
INCORPORATED

**Essential Oils . . Aromatic Chemicals . . Natural Floral Products**

**NEW YORK, N. Y.**

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ESTABLISHED 1845  
**BATZOUROFF & Co.**  
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COLLAPSIBLE  
TUBES  
METAL CAN SPOUTS

OFFICE & FACTORY

WHITE METAL  
MANUFACTURING  
— COMPANY —

HOBOKEN, N.J.

W REG. U.S. PAT. OFF

# **OUTSELLS**

**ALL OTHER BRANDS COMBINED**

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**Exchange**

**OIL OF LEMON  
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*Sold to the American Market Exclusively by*

**DODGE & OLCOTT COMPANY**

180 VARICK STREET, NEW YORK, N. Y.

**FRITZSCHE BROTHERS, INC.**

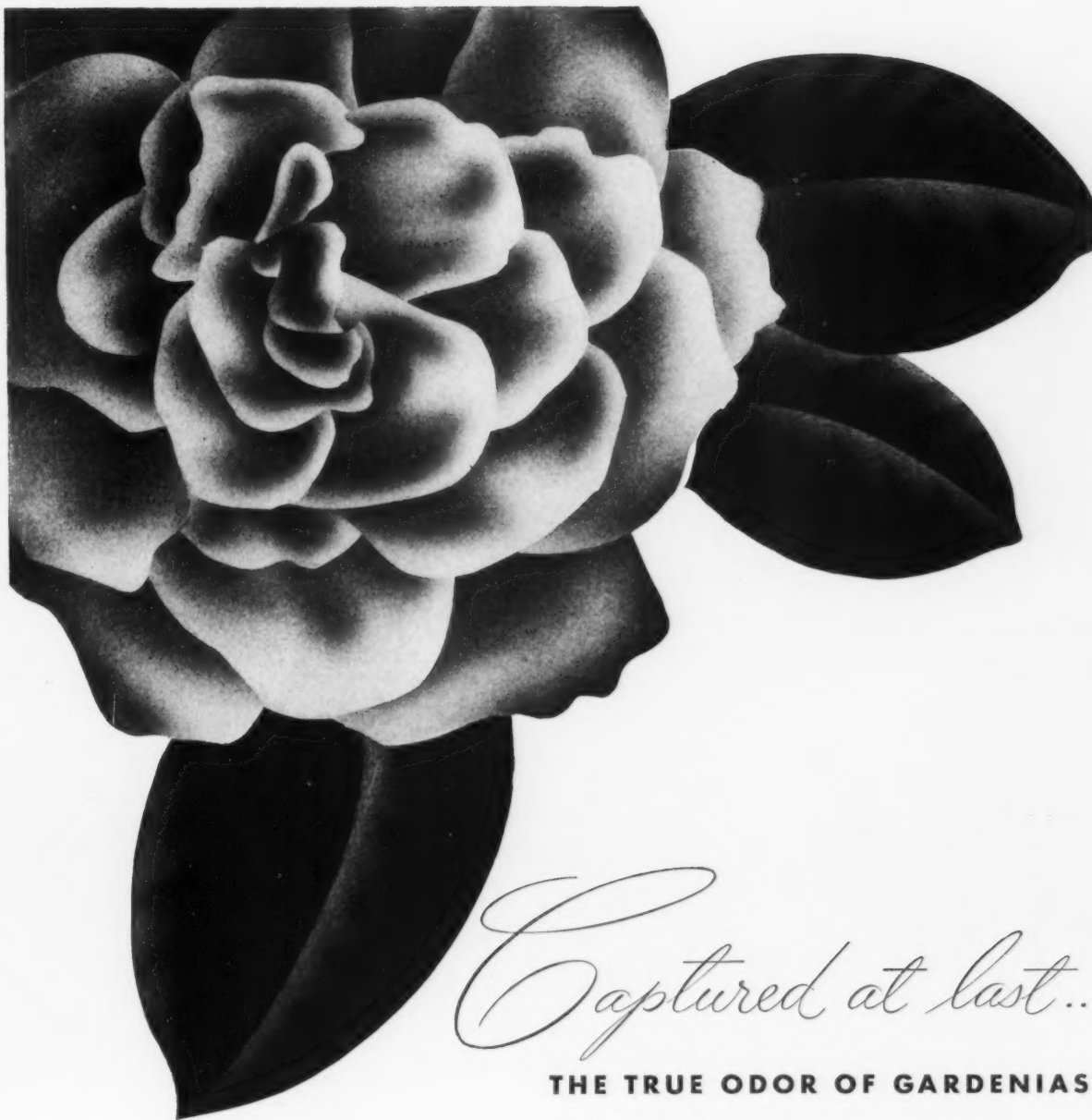
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*Distributors for*

**CALIFORNIA FRUIT GROWERS EXCHANGE**

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PRODUCING PLANT: EXCHANGE LEMON PRODUCTS CO., CORONA, CALIFORNIA



*Captured at last...*

**THE TRUE ODOR OF GARDENIAS!**

Fifth Avenue shops say that more women ask for Gardenia perfume than for any floral odor. "And we'd sell a lot more if you could give us one that smelled *exactly* like Gardenias!"

We are proud to present Gardenia Velva—a scent so true to the real flower that you can scarcely tell the difference.

Gardenia Velva has a sparkling, intoxicating odor . . . smooth and velvety . . . full of life. And the odor *lasts*—for Astrotone® BR, Du Pont's highest quality fixative, has been added.

The lasting strength of Gardenia Velva makes it ideal for perfumes, toilet water and lotions. And, since small quantities are tremendously effective, it can also be used for bath salts, brilliantine, and lipstick. The price is \$15 per pound; a trial ounce, \$1. Write today to E. I. du Pont de Nemours & Co., Inc., Fine Chemicals Division, Wilmington, Delaware.

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*Aromatics*





# Florals

We can supply perfume oils in all floral characters, at all prices, for all uses.

## LILAC

Priced at \$15.00 per pound

## VIOLET

Priced at \$23.00 per pound

## HONEYSUCKLE

Priced at \$13.50 per pound

## CARNATION

Priced at \$18.00 per pound

## LILY of the VALLEY

Priced at \$26.00 per pound

## HELIOTROPE

Priced at \$17.00 per pound

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315 FOURTH AVENUE, NEW YORK CITY

**SERVICE FOR THE TRADE EXCLUSIVELY—**

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X  
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**COMPACTS . . . CREAM ROUGES**

**ROUGE & POWDER . . . EYE SHADOWS**

**LIPSTICKS . . . EYEBROW PENCILS**

(All indelible shades—  
consistencies a la mode)

**WATERPROOF MASCARAS**

**O X Z Y N ASEPTIPUFS —**  
permanently antiseptic

Do not confuse these powder puffs with so-called sterilized puffs. Sterilization is only a temporary condition, ineffective with the first use of the puff. ASEPTIPUFS are permanently antiseptic because our velours and wools are treated with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—*always* on the job battling Bacteria, protecting the reputation of your cosmetics. WRITE TODAY for literature and samples.

All our products are guaranteed for chemical purity.  
For your further protection, Products Liability Insurance is carried.

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IN BUSINESS SINCE 1877  
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Canadian Office: 2109 Ottawa St., Walkerville, Ont.

Telephone calls originating in New York will be accommodated  
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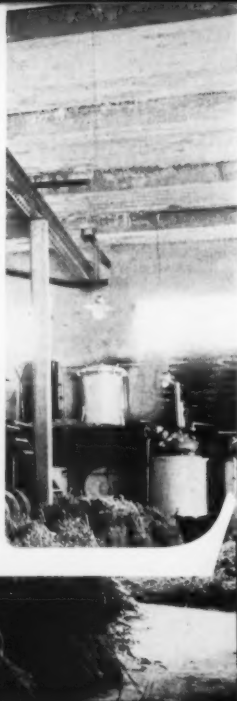
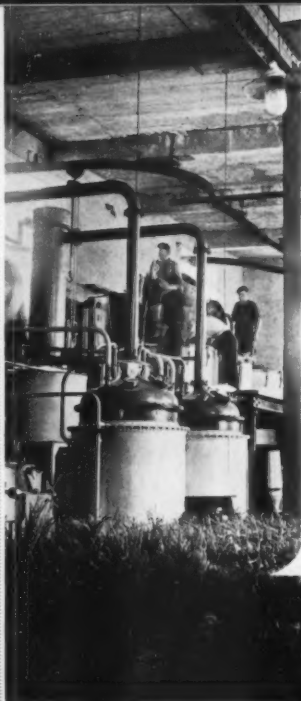
## OUR OBJECTIVE

*W*HAT concerns us is not *how much* a customer buys or *what* he buys. Our major concern is to see that he receives the *best possible VALUE* for his money regardless of the size or potentialities of his account. And that, we feel, is the only sound basis for customer satisfaction . . . and its corollary, continuous patronage.

The foregoing expresses a fundamental policy of our business. In furtherance of this we consider no effort or expenditure too great that contributes to our ultimate purpose of bringing the finest products and fairest values within reach of every user.

FRITZSCHE BROTHERS, Inc.





# For AVENDER





# real economy use these OILS and CONCRETES

SUCCESSFUL producers of high grade perfumes and cosmetics know that the *best* lavenders are always the least costly in the long run. Our lavender oils have the twofold advantage of being among the finest obtainable and the lowest priced in this country. That we can offer such values is due largely to our first-hand connections in Seillans and throughout that region of Southern France whose sun-flooded slopes produce much of the world's finest lavender. These connections enable us to buy the choicest lavenders *direct* from grower-producers, without participation by the middleman, and therefore, at lower cost. Remember this when you're in the market for top grade lavender oils and concretes.

• • • • •

Of the many good lavender oils available in this market, we doubt if there are any which yield a greater measure of rich, natural odor and actual dollar value than the following grades sold under our label:

**LAVENDER FLOWERS, Barrême 38/42% Ester**—Considered by many to be the most useful and valuable lavender for perfumes, cosmetics and high grade soaps.

**LAVENDER FLOWERS, 35/38% Ester** and **LAVENDER FLOWERS, 30/32% Ester**—Both of these render a very high odor yield at moderate cost—especially for soap formulas.

**LAVENDER FLOWERS, Technical**—Low in cost and very powerful. Useful in fly sprays, insecticides and other technical applications.

**LAVANDIN**—A hybrid lavender of great usefulness in blending.

**LAVENDER FLOWERS, CONCRETE** and **LAVENDER FLOWERS, CONCRETE, Colorless**—Both possess high fixation and have smooth, strong and enduring fragrance. All volatile constituents retained. The colorless variety is ideal for white soaps.

**FRITZSCHE BROTHERS, Inc.**  
76 NINTH AVENUE, NEW YORK, N. Y.  
PORT AUTHORITY COMMERCE BLDG.,  
BOSTON CHICAGO LOS ANGELES  
ST. LOUIS  
N. J. AND SEILLANS (VARI)  
TORONTO, CANADA  
MEXICO, D. F.  
FRANCE

## ENFLEURAGE

At our plant in Seillans, France, one of the important methods of flower oil manufacture is that of *enfleurage*, a process perfected by generations of French perfumers. The *chassis*, which consists of a glass plate held within a wooden frame, is charged with a mixture of purified tallow and lard called the *corps*. Proper consistency of the fat *corps* is imperative. This mixture is spread in an even layer on both sides of the glass, then charged with flowers as pictured herewith, and each *chassis* stacked one above the other. Twenty-four hours later, after the fat *corps* has absorbed most of the exhaled perfume, the exhausted flowers are carefully removed and the *chassis* recharged with fresh material. The illustration shows tuberose *enfleurage*. It comes from our Seillans plant, world-renowned for its production of the finest grade flower oils.



## FRITZSCHE BROTHERS, Inc.

PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

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NEW ORLEANS, LA. 813 Louisiana Building	PHILADELPHIA, PA. 12 South 12th Street	SAN FRANCISCO, CAL. 1325 Howard Street	

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PRODUCTOS FRITZSCHE BROTHERS, S. A.  
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FACTORIES AT CLIFTON, N. J., and SEILLANS (VAR) FRANCE



• You are fighting at least four fungi when you formulate athlete's foot remedies.

Take a leaf out of the surgeon's note book, start with one of the most effective fungicides known—U.S.I. ethyl alcohol.

Not only does U.S.I. alcohol boost effectiveness of other germicidal elements but, equally important, it increases the penetrating powers such remedies must have.

### Increase Penetration of Athlete's Foot Remedies

#### WITH U.S.I. ALCOHOL

Leading hospitals and drug manufacturers specify U.S.I. alcohol because U.S.I.'s background as the pioneer and largest producer

of industrial alcohol in this country is invaluable to them whether selecting denatured, pure (190 proof), or C.P. 96% alcohol.

The U.S.I. representative has an intimate knowledge of the grades of alcohol most suitable for athlete's foot remedies and any other drugs and cosmetics you manufacture. His assistance is part of the service you can expect from U.S.I. Try it.

**U.S.I. INDUSTRIAL CHEMICALS, INC.**  
60 EAST 42ND ST., N.Y. **U.S.I.** BRANCHES IN ALL PRINCIPAL CITIES

A SUBSIDIARY OF U. S. INDUSTRIAL ALCOHOL CO.





# YOU ARE INVITED TO INSPECT THE PLANT WHERE APLI PRODUCTS ARE MADE

The new Federal Food, Drug and Cosmetic Act gives FDA officials the right to inspect any and all manufacturing plants. APLI *has always welcomed such inspection*—not only by the government, but by any other interested parties. • This mammoth, modern factory is situated in the clean countryside. It is staffed with a high grade of intelligent and happy workers. • Strict sanitary standards are enforced here. Exacting laboratory control insures that formulae are followed with scientific precision, and uniformity maintained. • Long lines of the latest automatic machinery

keep production moving along at maximum efficiency—at lowest cost—and assure prompt deliveries. • We believe that when you see this up-to-date plant, you will agree with the many visitors who say: "This is *truly* a model for the industry!" • For more than seventeen years most of America's leading cosmetic houses have had their products made by APLI. Despite adverse conditions in some localities, all APLI clients report their 1939 sales are well ahead of the general trend. To find out how we can help *your* sales, write Mr. A. E. Mullen. No obligation, of course.

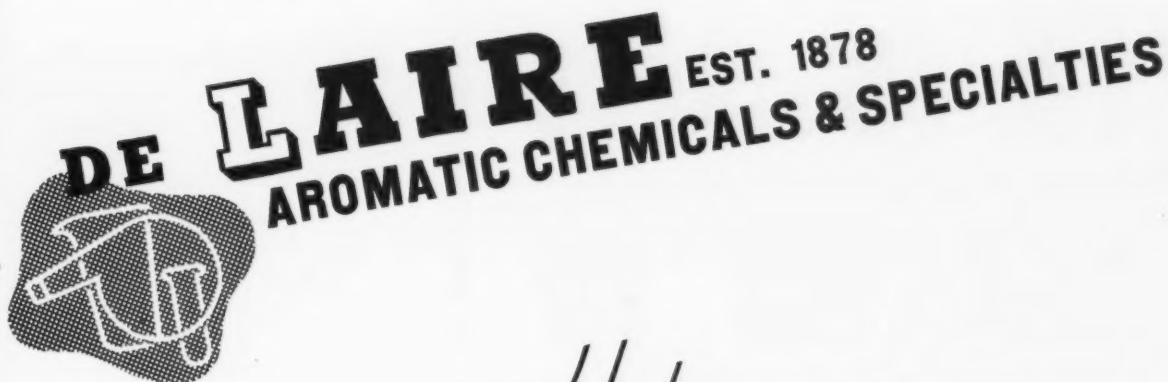
LIPSTICKS APLI • ROUGE SUPREME • FACE POWDER APLI • MASCARA APLI • EYE SHADOW APLI

## AMERICAN PERFUMERS' LABORATORIES, INC.

MAKERS OF THE WORLD'S FINEST COSMETICS • PRIVATE BRANDS EXCLUSIVELY

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## *Habana P-8*

A rich, exquisitely blended tobacco note, evolved from our Habana P-7, introduced last year. This fascinating fragrance gives a distinctive character to perfumes of the dry, woody type, now so popular.

*Try this interesting product!*

### **"D & O" PERFUME SERVICE**

Our laboratories will work *for* you and *with* you, to develop odors of distinction, reserved for your exclusive use.

We have been highly successful in this line and our expert service is available to you at absolutely no expense except the cost of the materials you purchase.

We recommend the following basic odors:

CHIRONA

KAPRIFOL

CARNATION RED

ROSAT

*Let us hear from you!*

## **DODGE & OLCOTT COMPANY**

**180 VARICK STREET, NEW YORK, N. Y.**

*Plant and Laboratories—Bayonne, N. J.*

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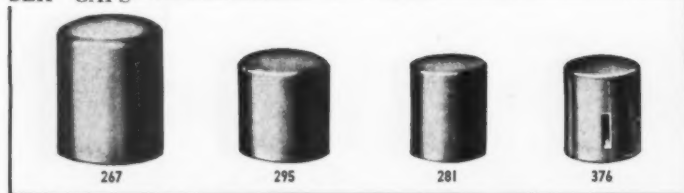
ST. LOUIS

LOS ANGELES

May, 1939

11

## SLIP CAPS



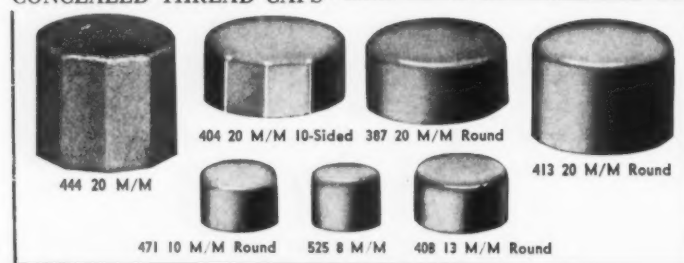
## TALCUM CAPS—Plain & Knurled



## SCREW CAPS



## CONCEALED THREAD CAPS



## MISCELLANEOUS



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THE APPEARANCE OF YOUR PACK-  
AGE with an attractive serviceable  
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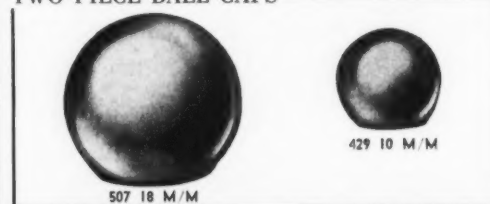
For perfumes, talcum and tooth  
powder, bath salts, lotions, etc.  
Furnished in a variety of de-  
signs in fancy metal—plain brass—  
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. . . Enameled caps, all colors.  
Our "Negative Finish" resists  
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*Samples and prices on request.*

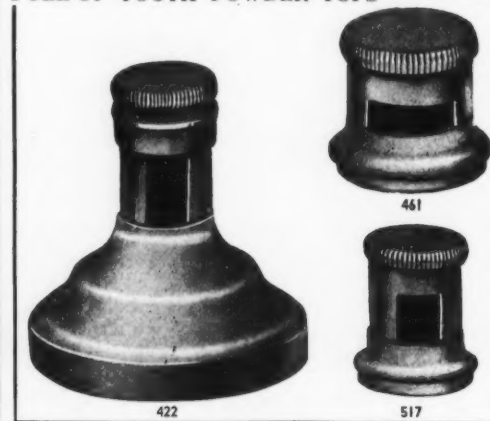
# BRASS GOODS

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Phone: Foxcroft 9-3900

## TWO PIECE BALL CAPS



## PULL-UP TOOTH POWDER TOPS



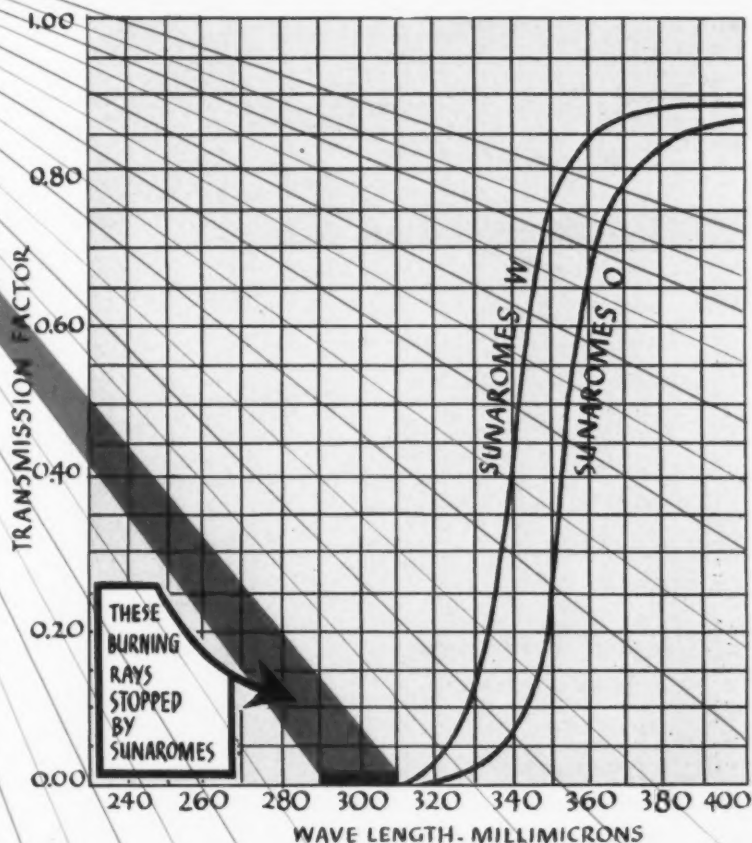
## CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . Sifter Top Caps, Slip Caps (Round, Square, Oval, Slotted).



# NOT TOO LATE!

FOR THIS SEASON'S SUN TAN PREPARATIONS!



## SUNAROMES

PERFUMES THAT SCREEN OUT BURNING RAYS

(Trade Mark Applied for)

Sunaromes produce effective, exquisitely scented sun tan preparations in a simpler, modern, more economical way. All that you, the manufacturer, have to do is dilute SUNAROME Perfume with the medium you prefer . . . be it water-gum, water-alcohol, water alone, liquid cream base, mineral oil, fatty oils or mixtures of

the above. The perfume compound itself (SUNAROME) acts as an effective screening agent.

Proven effective, not only by the spectrophotometer, but also by actual tests under the sun in various latitudes and seasons.



**FELTON**  
CHEMICAL COMPANY, INC.

603 Johnson Ave., Brooklyn, N. Y.

MANUFACTURERS OF AROMATIC CHEMICALS, NATURAL DERIVATIVES, PERFUME OILS, ARTIFICIAL FLOWER AND FLAVOR OILS  
STOCKS IN PRINCIPAL CITIES

Remember! Sunaromes are scientifically compounded, non-irritating perfumes, definitely not chemicals with unappealing odor. Soluble in water, alcohol or oil, they give positive protection against the sun's burning rays. Send for Samples and Descriptive Booklet now! Write to Dept. A.

# LILAC NORDOIL



The spring freshness and elusive character of the living flowers is reproduced with charming fidelity in Lilac Nordoil.

It is powerful, persistent and permanent and is especially useful in toilet waters and extracts.

It is also prepared for use in creams and powders.

Write today for working samples.

*Norda*

**ESSENTIAL OIL AND CHEMICAL COMPANY, INCORPORATED**

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**IT WILL BE A SUCCESS**

**IN A  
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GLASS  
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You can take the guess-work and doubt out of your packaging and sampling plans—right at the beginning—by selecting a KIMBLE GLASS VIAL for the job. Actual figures show that products packaged in these colorful, sales-winning vials become outstandingly successful in record time—and YOURS should be no exception.



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• • • *The Visible Guarantee of Invisible Quality* • • •

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WITH PERFUMES REFLECTING FASHION'S LATEST TREND

**FINISHED PERFUME COMPOUNDS.** Well rounded, carefully fixed.

**SKANDIA 4588 \$50.00 LB.**

A modern sport type compound, strong, lasting, economical. Extremely versatile in use.

**TABADERO 4577 \$22.50 LB.**

A very original creation with that much sought powdery after effect.

**ORBIDOR 4575 \$37.50 LB.**

A modern composition of discreet charm and distinction.

**TABADERO S 4620 \$7.50 LB.**

A lower priced version especially developed for medium priced cosmetics. Excellent in toilet soaps.

**NEW BASES AND SPECIALTIES** Utilizing many a new aromatic derivative.

**MOLLIFLOR 4576 \$20.00 LB.**

A bouquet of lively and flowery character. Even smallest additions impart to any perfume an invigorating freshness. Simplifies the achievement of the characteristic aldehyde topnote. May be used as a universal basis for all types of odors, both intensifying and enlivening them.

**PANODOR 4664 \$7.50 LB.**

Well balanced stable and lasting base of universal utility. Because of its great adaptability, useful in practically all types of compounds. Raises quality of inexpensive perfumes and reduces cost of quality compositions. Use as much as 60%, depending on the character, type, effect desired and cost.

**LILADOR 4610 \$10.00 LB.**

Lilac of ultra modern conception and great stability. Wherever a full, appealing flowery note is required Lilador is the ideal base. Attractively priced.

**LILADOR 4618 \$6.50 LB.**

A lower priced modern lilac, sweet and flowery. Recommended for inexpensive cosmetics and soap where Lilador 4610 cannot be used.

**VIOLETTE FLEURS 4501 \$15.00 LB.**

A delicate flowery note of natural violet, interesting in modern compounds, imparting the attractive depth and elusive character of modern French creations. Additions of 3-5% are recommended. Also effective in all floral bouquets.

## SCHIMMEL & CO., INC.

601 West 26th Street, New York

Chicago

Cleveland

Cincinnati

New Orleans

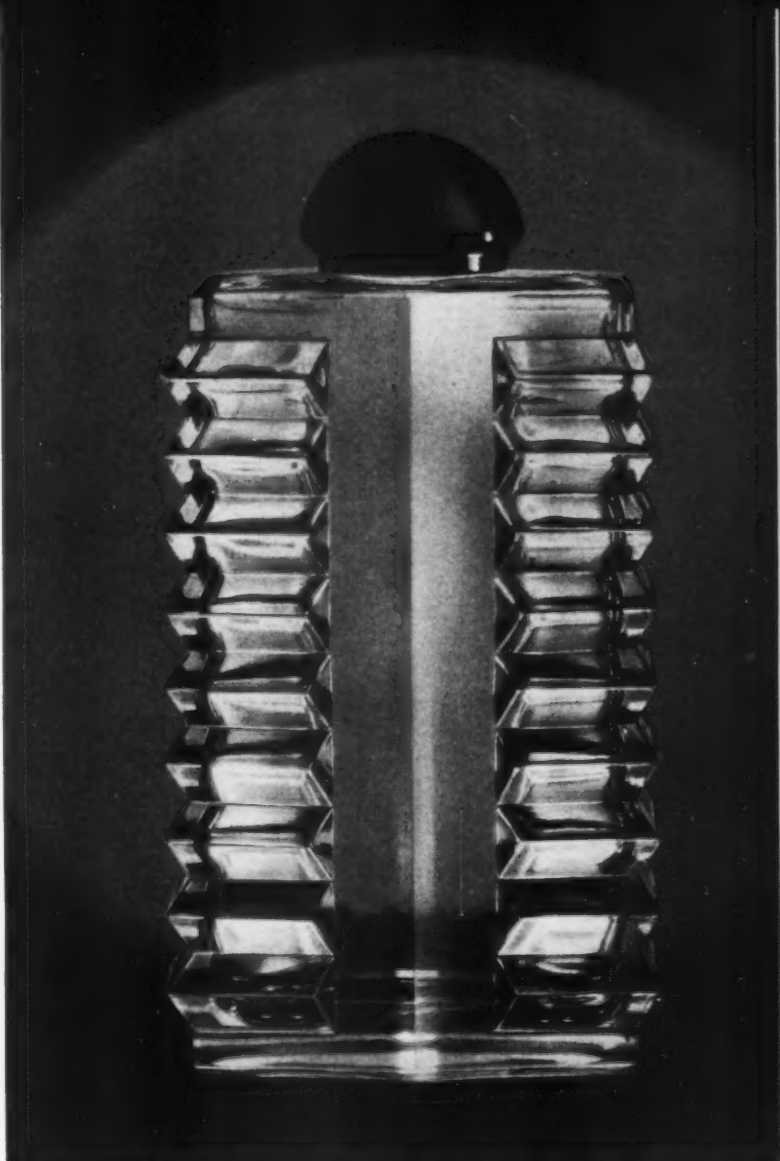
Los Angeles

Toronto



## Something New

A HAND MADE BOTTLE  
WITH A SCREW CAP CLOSURE



**H**ERE is the bottle which many manufacturers have been waiting for — a hand made bottle with a threaded neck. The threads are made in accordance with exacting G.C.A. specifications to accommodate standard metal or plastic closures. And it can be furnished with sprinkler finish as well as full size neck opening.

Here is another example of the pioneering for which Carr-Lowrey is already well known. An entirely new process of manufacture was painstakingly developed over a period of years by our engineers in order to produce this type of bottle — which in brilliance, distribution of glass, and lustre, is one of the finest bottles Carr-Lowrey has ever made.

Elimination of the usual glass stopper results in considerable saving in cost without sacrificing any of the quality associated with our hand made ware. The bottle is designed to take a #410-20 mm. cap, a popular size obtainable in many beautiful designs and color combinations from manufacturers of metal and plastic caps. This wide choice of closures makes possible many striking effects. And even with the finest of caps the economy of this hand made bottle is gratifying.

Some manufacturers will be interested in this type of bottle in a special design. Our facilities are at their disposal.

# CARR-LOWREY GLASS CO.

*Factory and Main Office: Baltimore, Maryland*

*New York Office: 500 Fifth Ave., Phone: CHickering 4-0592 Chicago Office: 1502 Merchandise Mart, Phone: WHitehall 4326*



## BRAZILIAN, EUMALON and MUGOL S

One of the best selling adjuncts to any product is the perfume incorporated therein.

The usual odors in only slightly varied phases have been used over and over again.

The drastically new in perfumery is rarely found. When a new note is discovered, it is of inestimable commercial value in that it attracts the jaded taste of the blasé buyer and creates a sale immediately.

The above products come under the heading of *new notes in perfumery*.

They are base products destined to be combined by the perfumer in new and attractive fragrances which *will put dollars into the pockets* of the cosmeticians who use them.

Samples upon request.

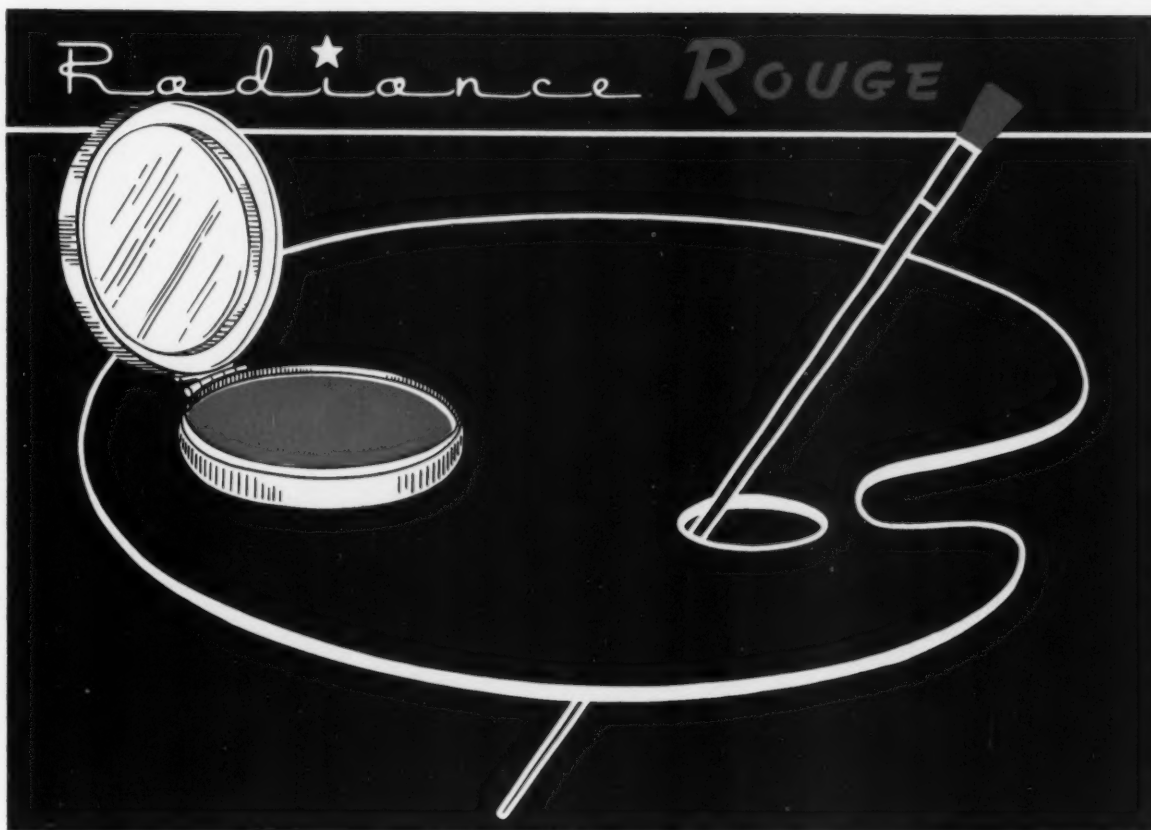
*Agfa*

## AROMATICS DIVISION GENERAL DRUG COMPANY

170 Varick Street, New York  
9 S. Clinton St., Chicago, Illinois

Transportation Bldg., Los Angeles, Cal.  
907 Elliott St., West, Windsor, Ont.





## **HELFRICH'S Contribution to Repeat Sales Profits**

Women will talk . . . especially when they discover a rouge they think is "the perfect rouge." HELFRICH *Radiance Rouge*, always sold under a well-known private label, satisfies even the most critical consumers. Once sold, they stay sold . . . and soon their friends are in on the "discovery."

*Radiance Rouge*, a modern rouge for modern

women, is sales tested. You can buy it in bulk or have your own containers filled at our plant. Or, if preferred, we sell complete consumer-packaged units.

Like all HELFRICH cosmetics, *Radiance Rouge* is manufactured in conformance with the existing regulations of the Federal Food, Drug, & Cosmetic Act.

*We make private brand cosmetics exclusively. We do not compete with those we serve.*

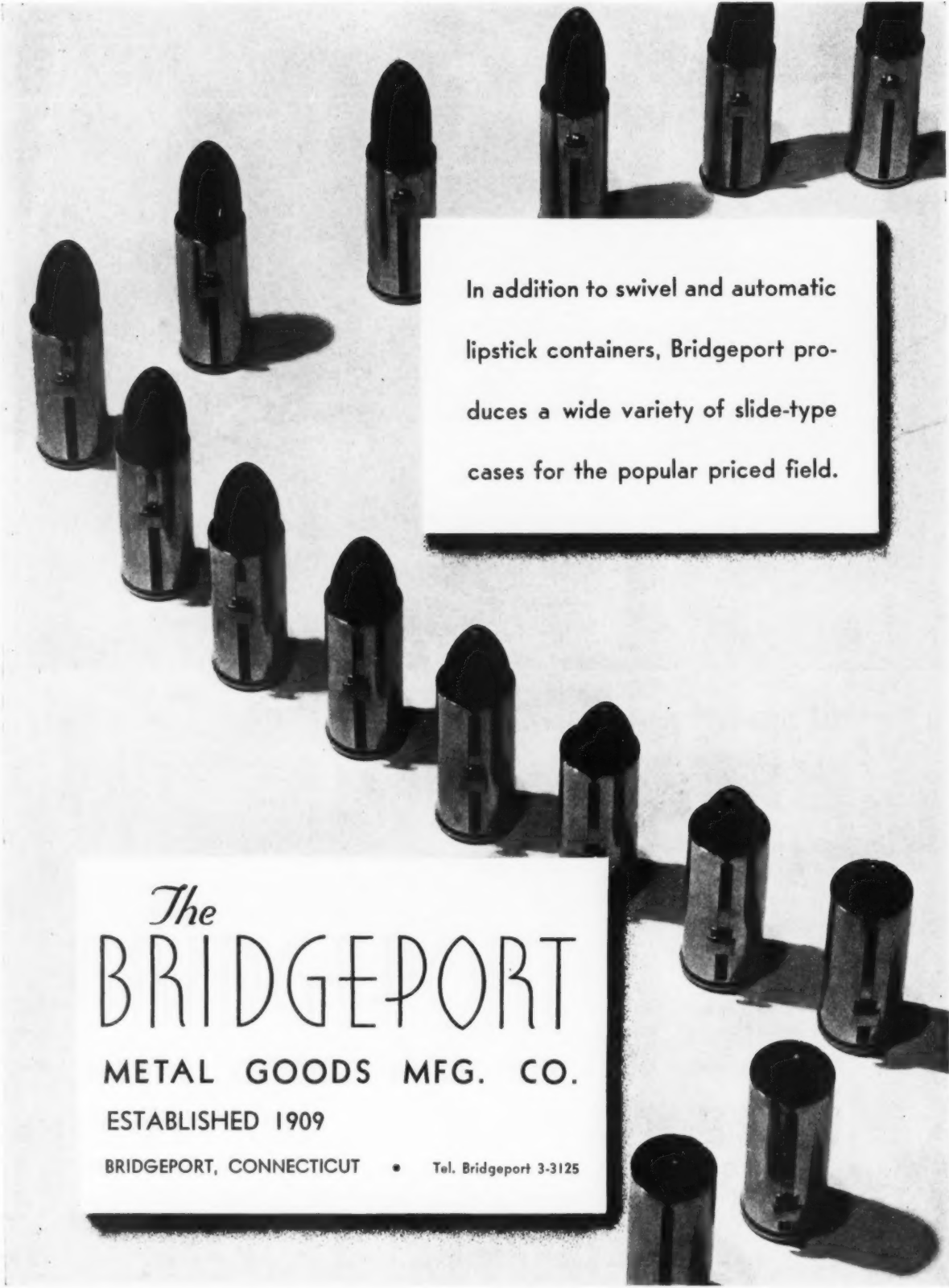
The Helfrich Line of **RADIANCE** Cosmetics includes: **LIPSTICKS • CREAMS • POWDER ROUGE COMPACTS • CREME ROUGE • LOTIONS • EYE SHADOW • COSMETIQUE**

## **HELFRICH LABORATORIES**

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# The American P E R F U M E R

COSMETICS · TOILET PREPARATIONS

WILLIAM LAMBERT  
*Editor*

MAISON G. DE NAVARRE, PH.C., B.S.  
*Technical Editor*

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# Snow Top

**I**F YOU have a special problem in the formulation of your product and require a precipitated chalk manufactured to your own specifications, the makers of SNOW TOP are in a position to supply a pure and uniform precipitated chalk made to your order.

Another important point to bear in mind when considering your precipitated chalk requirements over long periods is that SNOW TOP is a domestic product. Made from Virginia Limestone in our plant at Covington, Virginia, the continued production of SNOW TOP is assured, and is not likely to become affected under any circumstances.

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## INDUSTRIAL CHEMICAL SALES

*Division West Virginia Pulp & Paper Company*  
230 PARK AVENUE • NEW YORK CITY

# PRECIPITATED

# Chalk

## CURRENT COMMENT

### WORKING IT OUT

Labelling is the job of the hour. Don't let apprehension keep you up nights.

The administration is somewhat in the same boat. And they're not losing sleep.

It is our observation that they are listening and learning and working with the industry in order to administer the Food, Drug and Cosmetic Act so that it will accomplish the intent of the law without damaging any legitimate business.

### APPEASEMENT

Business men are looking for it to materialize. As yet it is mostly talk. To be sure the administration is not pressing any new moves which would be disturbing to business.

No new taxes are threatened. Some revision is indicated which would be soothing to business generally but save little—or nothing.

Definite economy seems out—on the other hand, any new expenditure increasing present deficit figures, seems also to be out.

So many things are cooking in committees that what will reach the stage of accomplished fact is as yet problematical.

Recent happenings in Europe do not help. Rather they hurt. But we are becoming accustomed to crises. As to war—who can afford to chance it—as yet?

We in this country, most thoughtful minds agree, should keep very clear of commitments and irritating gestures, keep our psychology cool, avoid a rising temperature, until at least we are directly affected.

In business circles, generally, a better feeling is found. There is more cheer. We seem to be heading in the right direction.

Good profits are not conspicuously present with most business. But vol-

ume is fair. If we keep our accounts satisfied and buying consistent, that is progress. Of course, we have too much competition of all sorts and will until volume and turn-over increases. In such a troubled atmosphere, it seems we work very hard for very little—but that is our portion for the moment. Sound recovery will come slowly, we find, to those who work for it—and whistle while they work. No grouching, no whining, playing the hand dealt to us, and getting all we can out of it.

### RE BRAZIL

In line with the current interest in developing trade with South America, the recently concluded arrangement with Brazil is important.

Mr. Harry Tipper, publisher of *World Trade Service*, New York, N. Y., also produces a weekly letter on foreign trade. One of his recent letters contained these remarks:

"Aranha's visit to this country produced results that will be welcome to business men in Brazil and investing and exporting interests here. Broad in scope and definitive in character, it deals with the fundamental financial problems in a way which gives real hope of providing a permanent solution. The important factors are the undertaking by Brazil to free the exchange, resume service on the bonds, establish a central bank and stabilize the milreis exchange with the dollar. Those of the U. S. Government provide credits not to exceed \$19,200,000 for exchange purposes, long term credits for purchases of American equipment and construction goods, and request of Congressional approval of gold credit for support of the currency as an equalization fund. It is estimated that the total credit provided may run as high as \$120,000,000.

"It would be hard to find a better

use for our funds. Brazil is not only a good market with considerable potentialities, but it is a source of supply that we can afford to encourage by all legitimate means. Without the establishment of the central bank, the close financial cooperation and the supply of gold to act as a stabilizing factor, the provision of the credit might not be sufficient to prepare for a permanent setup. With these additional factors in the picture, the agreement presents a program that needs only a modest improvement in the Brazilian international position to place the country's finances on a reasonably sound basis.

"The short-swing effect will be, of course, to permit the stimulation of the market by the freeing of the transfers and the assurance of prompt payment."

### GLAMOUR

We hear much of glamour. Mostly tied-in with Hollywood girls.

But really we have it right in our own industry. It is inherent in the industry.

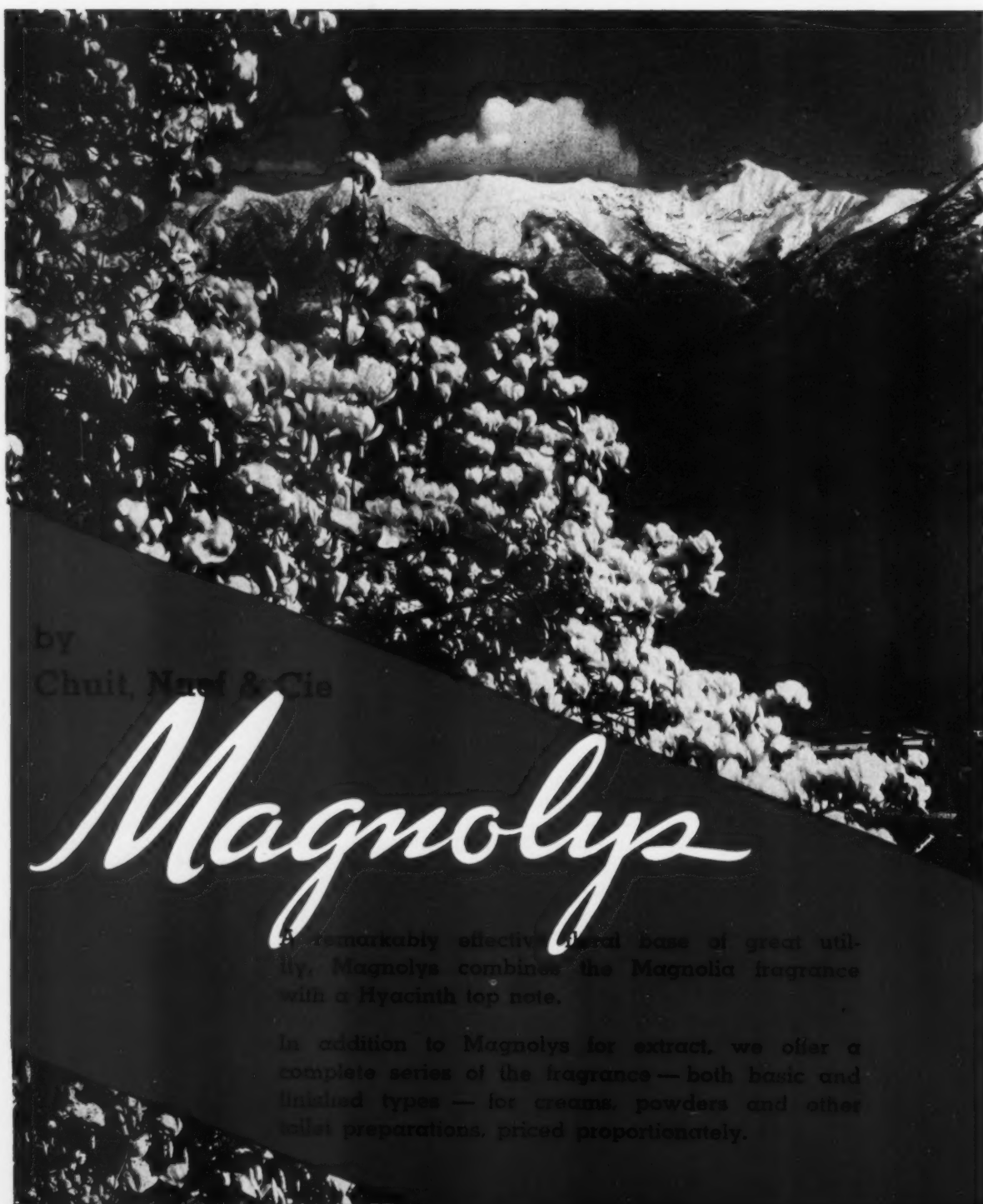
That is, if we are pulling the stroke oar. Any dumb-bell can copy products and think he is smart. Maybe he will do well for a time.

But the thrill of this industry from the basic supplier, the processor to the finished goods manufacturer, lies in developing a new product—a different specialty, or using an accepted item in a new and different manner.

The supplier brings out this or that for Tom, Dick or Harry. Somewhere this item will find a home. Where? One never knows. What? It is constantly being created.

And that is the life of the industry. That's the glamour. That's the game. That's what the finished goods people are looking for—waiting for—and know that on the average that something will come along. And it does.

Laboratories are glamour factories.



by  
Chuit, Nard & Cie

# Magnolys

A remarkably effective floral base of great utility. Magnolys combines the Magnolia fragrance with a Hyacinth top note.

In addition to Magnolys for extract, we offer a complete series of the fragrance — both basic and finished types — for creams, powders and other toilet preparations, priced proportionately.

*Firmenich & Co., Inc.*

135 FIFTH AVE., NEW YORK





WILLIAM PROCTER

## HOW A GREAT COMPANY OPERATES



JAMES GAMBLE

*Three companies do 80 per cent of soap business and Procter & Gamble does half of this...How this century old concern keeps youthful and makes money . . . Abstract from Fortune magazine*

ON five floors of its own 12-story building in Cincinnati in a formal, austere atmosphere, the Procter & Gamble Co. conducts its \$200,000,000 annual business. Ancient notebooks, advertisements and photographs adorn the walls. Smoking and shirt sleeves are never seen; stenographers' chatter is never heard.

This venerable stuffiness, however, belies the company's acute appreciation of innovations that it can exploit and it has usually been ahead in making changes and introducing novelties. A fact that brings this out very well is that in only one year since 1837, when William Procter, a hard working candlemaker, and James Gamble, a hard working soap boiler, formed a partnership, has the company failed to make a profit. Much of the company's tradition and growth were achieved by former president William Cooper Procter, who in 1930, after 45 years' service, retired and appointed Richard R. Deupree as president. And the company owes a great deal to Mr. Deupree's accomplishments. In the last ten years the net income has ranged between the 1932 low of \$8,918,000 and the 1937 all-time high of \$26,800,000. The net sales have totaled over \$1,630,000,000 since 1928 and dividends paid out during the period have totaled \$136,000,000.

Procter & Gamble's soap products of all kinds

Above: Over 10,000 workers are on the Procter & Gamble payroll. Right: Liquid soap blown to the top of these towers crystallizes to become soap granules before reaching bottom





1. A bottle and insert are packed in each carton of Drene, the liquid shampoo.
2. There is no guess work—every single package is weighed.
3. Each batch of soap is carefully tested by an expert chemist.
4. Ivory soap is framed and stored for seasoning.
5. View of the spacious kettle room in the Ivorydale plant. Throughout the huge plant no equipment is crowded. Ample space for working and tidiness promote efficiency.

total about 140, of which the best known is Ivory, the best seller P and G White Naphtha, and the best money maker Oxydol granulated soap. Chipso and Camay are also leading items and two newer products, Drene, a liquid shampoo, and Teel, a liquid tooth cleanser, are coming along nicely. Procter & Gamble's non-soap products total about 60, of which Crisco, the all-vegetable shortening, is the most important, accounting for almost 1/3 of 1938 sales.

#### LARGEST U. S. CONSUMER OF COTTONSEED OIL

The tons of raw materials coming into P. & G.'s factories (such as copra; pumice; caustic soda; rosin; oils of whale, sardine, menhaden, peanut, soybean, cottonseed, palm, coconut and babassu nut; oils of rosemary, citronella, lavender and thyme; as well as animal tallow and fats) and the balancing tons of Ivory, Camay, Crisco, glycerine, and other products coming out, are deep, dark secrets. Soap production has been guessed to be about 600,000 tons and shortening about 195,000 tons. The company is the largest U. S. consumer of cottonseed oil, using annually about 20 per cent. It is also the largest producer of this commodity through its subsidiary, the Buckeye Cotton Oil Co. with 14 plants in the south.

Beside the Buckeye mills and 12 U. S. factories, P. & G. has plants in Hamilton, Ont., and Montreal, in Havana, Manila, Manchester and Newcastle upon Tyne, England. The English factories are operated nominally by Thomas Hedley & Co., Ltd.

#### SUPPLIES ABOUT 40% OF U. S. SOAP

Of the three billion pounds of soap consumed annually in the U. S., Procter & Gamble supplies nearly 40 per cent, Lever Bros. about 1/5, and Colgate-Palmolive-Peet about 1/5. Lever's "B. O." Lifebuoy is considered to be the leading toilet soap in the U. S., followed by their Lux soap and by Colgate's Palmolive, with P. & G.'s Camay considerably behind. Lever's Lux flakes are ahead of Ivory flakes. Lever's Rinso and P. & G.'s Oxydol are about even. Lever operates with only four major soap products (Rinso, Lifebuoy, Lux soap and flakes) and Spry, an improved vegetable shortening dramatically introduced in 1936 and now Crisco's chief rival. Procter & Gamble, however, goes on the theory that it must have a share





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in whatever business is going, and therefore has a large number of brands. The battle between Crisco and Spry has improved sales for both by making the public more shortening conscious.

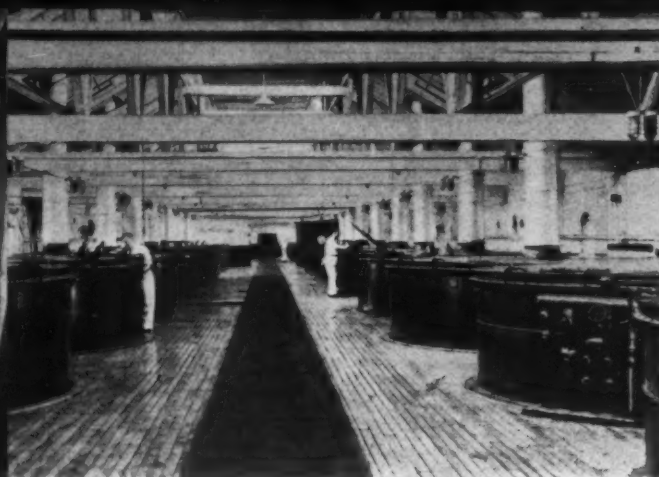
One of the biggest patent fights on record, involving these three top soap concerns, grew out of the post-War development of granulated soap. In 1927, Colgate introduced Super Suds, manufactured under a new superior process. Procter & Gamble then introduced Selox and was sued for patent infringement by Colgate, the upshot being that P. & G. bought half interest in the Lamont spraying process. Then Lever introduced a new process and new machinery, and P. & G. and Colgate sued Lever for infringement and secured a favorable verdict in 1937 after six years' litigation—with Lever paying \$2,500,000. Later, a Chicago lawyer, who claimed a prior patent, sued Colgate and P. & G., and won the Colgate suit which is now on appeal. And with all this, P. & G.'s Selox has never become as popular as its Oxydol granulated soap purchased along with the William Walthke Co., the manufacturer, in 1928.

#### SPENDS \$15,000,000 FOR ADVERTISING

To keep the business going to move 65,000 annual carloads of raw materials into its U. S. factories and 800,000 annual tons of finished soap and shortening out of them, and to maintain a system of guaranteed year-round employment and a profit-sharing plan for P. & G. employees, the company appropriated over \$15,000,000 for advertising last year, of which something over \$6,000,000 went to radio advertising in the form of 19 daytime "family" serials (usually with a moral) and two evening broadcasts.

The Procter & Gamble Co. is one of the greatest exponents of contests as sales aids, all built around its six leading products. For naming babies, finishing limericks, completing sentences, etc., it has awarded cash prizes totaling \$400,000 for the last five years (including three \$1,000 a year life annuities and eight major prizes of \$5,000, one of which was awarded on a silver platter) and great quantities of merchandise, such as stockings, watches, automobiles, rugs, radios, etc. To promote smaller brands, P. & G. resorts to a variety of premium offers.

In reply to the growing anti-monopoly sentiments that insist that all advertising is at the ex-



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pense of the consumer, President Deupree points out that national advertising has made soap a cheaper and more widely available commodity by insuring mass consumption and mass production.

#### WHY LABOR IS SO FRIENDLY

William Cooper Procter's most enduring accomplishments were in the field of labor relations. In 1886, P. & G. became one of the first companies to grant a Saturday half-day holiday. This was followed shortly after by the profit-sharing plan, death and disability pensions, and guaranteed year-round employment. The profit sharing plan is actually an employee stock participation plan open to all workers (except salesmen) who earn less than \$3,000 and have been with the company more than a year. At present, 7000 of the total 12,000 P. & G. employees are eligible and participate, and last year \$860,000 in dividends was paid to them.

#### GUARANTEED YEAR-ROUND EMPLOYMENT

In order to guarantee year-round employment, Colonel Procter announced in 1920 that sales would be made only directly to retailers. The aim was to secure a constant flow of normal orders rather than isolated heavy purchases by jobbers who stock up when prices are low. The policy has been very successful.

With these policies, P. & G. has been able to keep its plants open shop and free from strikes.

Unlike so many big businesses, P. & G. management keeps a microscopic check of details. It even knows how much it costs to mop a 10 x 20 ft. floor and how much it costs to run a building elevator and tries constantly to bring these costs down.

In the research field, it maintains kitchens for testing Crisco recipes as well as commercial and household test laundries. But its finest research is done by its Market Research Department under the direction of Dr. D. P. Smelser, who possesses one of the keenest commercial research minds in the world. Some newspaper and magazine owners say that he has a more accurate idea of the standing of their publications than they do.

So cost control and the infinite variety of research form the lenses of the P. & G. microscope. And it is the microscope that President Deupree means when he talks about "management"—his one word explanation for the good record of the company for the last ten years.





## SELECTION AND SET-

*How and when to arrange equipment in tandem or otherwise . . . Minimizing change-over time . . . Preventing operatives from "chasing the work" . . . How to secure high speed and efficiency*

by RALPH H. AUCH, A.B., C.H.E.

ONE man's meat is another man's poison is an age-old platitude. Yet it is particularly applicable to the selection of production equipment and its set-up and arrangement whether it be for cream, powder or liquid or for compounding or packaging.

To be specific, if the mixer is to be used continuously and exclusively for one product it may be of specialized type. Likewise, if a packaging production line is for one item in one size each unit of the packaging equipment can be chosen for its particular suitability to the package at hand.

### WHERE SEVERAL PRODUCTS MUST BE MADE

If, on the other hand, one mixer has to be utilized for both toothpaste and shaving cream, for example, it must be readily cleaned to facilitate change-over and heavy enough to handle the stiff unmilled paste mass yet not beat air in the light-bodied cream. Currently, we have packaging production lines each on one brand and size which are the last word in commercially available equipment for speed, looks and efficiency.

On the other hand, we operate lines that must be changed from time to time from one size and shape of container to another and from one product to a second. These require as many or more operatives than those mentioned above, yet the potential capacity is less than half that of the specialized lines. Efficiency, speed and low cost production are all knowingly sacrificed in the interest of flexibility.

In the resumé of 1938 progress published in the January, 1939, *American Perfumer*, mention was

1. Modern mixing machine for "Air Spun" powder. 2. Efficient arrangement of powder filling machines. 3. The belt carries packages to the closing machine. 4. Efficient sealing of face powder boxes by hand. 5. Care, precision and uniformity in every operation. 6. Coty perfume bottles are filled by hand. Photos courtesy of Coty, Inc.

*The American Perfumer*



# UP OF EQUIPMENT

made of the running of so much modern packaging equipment at speeds above their manufacturer's capacity rating. Sometimes, however, there is a definite speed that cannot be economically exceeded due to subsequent hand operations.

## AN ACTUAL CASE AND WHAT IT SHOWED

A case in point is a liquid filling line. It now operates at 105 containers a minute. By replacing the 18-stem vacuum filler, now running at top speed for the given size and shape bottle, with a 32-stem machine a speed of 150 per minute is easily attainable. The natural inclination was to make the replacement forthwith. But a time and motion study dictated otherwise.

Briefly summarized, the facts uncovered and developed were these: The discharge to the conveyor table from the automatic labeler is in two trains, one on either side of the conveyor belt. One subsequent hand operation is the affixation of an additional label that cannot be machine applied because of its unusual size and shape. At 105 per minute, three girls on each side can keep up—one gumming and applying with the aid of a label gummer, one spotting and one rubbing down.

## FIXING SPEED OF CONVEYOR BELT

Experiments indicated that 120 containers per minute is top speed, which when exceeded requires three additional girls on each side with all twelve having time on their hands, so to speak. Furthermore, two final inspectors, one inspecting the flow on each side, now do an excellent job. Thoroughness suffers at high speeds. The speed of the conveyor belt is now about 16 feet per minute, allowing the minimum of clearance between bottles.

To run at higher filler speeds would necessitate discharging containers in three lines, which is impractical, or else correspondingly increasing the

lineal travel of the belt. To do so would have the operatives "chasing the work" on all the hand operations. The only advantage accruing then would be the wider spread of the labor cost of the automatic cleaner, filler, capper and labeler operators, so the idea has been at least temporarily abandoned.

## TANDEM ARRANGEMENT—HOW IT WORKS

On occasion, when dissimilar products have to be handled on the same packaging line, efficiency has been retained by resorting to the following expedient: Two product tanks, two filters, two pumps and pipe lines, two fillers and two cappers have been placed on one line, each pair in tandem. When running one product the second piece of equipment for each operation is by-passed. Usually to facilitate by-passing, it is well to run the chain conveyor straight through all the equipment.

Thus, high speed and efficiency are attained without sacrifice of flexibility. In addition, loss of change-over time is minimized and loss of production until all the final niceties of adjustment are made, as well as clean-up time with attendant product loss is eliminated.

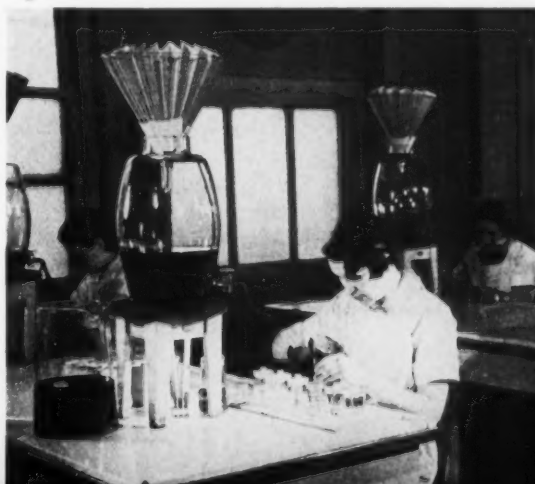
On one product, filter number one can be used with filler number one and each may be of a type not easily cleaned. Filter number two and filler number two may be used for two or more products if readily cleansed. Filter number one, for example, may be of the filter pad type, changed with difficulty, whereas filter number two may be of the replaceable filter spool type. In number two, different types of filter spools can be utilized for each product dependent upon the amount of precipitate present in the product and the difficulty or ease of its removal and the gallonage flow required.

## HOOKING FILTERS IN PARALLEL

Still another variation is hooking two or more such filters in parallel by suitable valve arrangement, using one on the small sizes requiring low capacity and having the other or others in stand-by condition in case of a clog-up or failure. When running large sizes the two or more can all be cut in so as to keep the pump pressure down.

As for the cappers, one can be set for one size, the second for a different diameter. One may be for roll-on type caps and the second for continuous thread cap application. When one combination of equipment is in operation, the second can be

5



6



changed over almost to the point ready to cut in when a product change is made.

If both long and limited runs are to be made on the same production line the following set-up has been utilized for labeling: For long runs, an automatic labeler, either simplex or duplex, is employed. For short runs, or on labels that do not lend themselves to machine application, the containers may flow right through the labeler, the glue pans and any interfering accessories being removed.

Again, if this is impractical due to the size or shape of the containers, a chain conveyor by-pass may be utilized. Whether the transfer is accomplished by hand or mechanically will depend on conditions. Once by-passed or through the labeler unlabeled, the labeling operation can be accomplished by hand or semi-automatically.

#### WORKING ACROSS THE BELT

If semi-automatic labeling is practical, the labeler or labelers may well be mounted on casters to roll into position and also out of the way. Unless the conveyor belt is too wide the labeler operator can work across the belt. Usually this necessitates cutting out or hinging a section of the parallel work table on each side. One cutout is for the labeler itself, the other for the operator so that the reach is minimized. On occasion it becomes necessary to put an extension on the clutch treadle.

All of the foregoing remarks are but suggestive of possibilities. One could go on and on, but it is hoped they will be food for thought. Before drawing to a close, two pet peeves will be aired.

#### TWO PET PEEVES

On inspection trips to various plants with an ever maintained critical attitude, these two invariably stand out. In old plants as well as in new ones, new equipment is bought after mature thought and installed with care. Too frequently it is accepted as complete, whereas an arm-rest here, a mirror there, a safety device or two, a larger hopper or a sight glass or some other gadget might be just what the doctor would order in the name of convenience, safety or efficiency.

Again, the equipment reflects the manufacturer's best thought and the component parts are made to look well—heavy enough for service, yet not needlessly massive. But when the installation is made, the accessories required reflect an indifferent attitude of barnyard mechanics. For example, where a dressed 1" x 3" wood strip would do, an undressed 2" x 4" or even 2" x 6" is used. Where a light 1" angle iron is adequate, a heavy 1 1/4", 1 1/2" or even 2" one is employed. Where a 1/8" or 1" cold rolled bar would enhance the appearance, the 3/16" x 1 1/4" or 1/4" x 1 1/2" black iron one used detracts therefrom.

The second peeve is the matter of lubrication, cleanliness and maintenance, the absence of which constitutes gross neglect. Equipment has been observed that has been running a month, a year or even longer and apparently had not been thoroughly cleansed since installation. Oil spots on the floor

or on adjacent parts suggest too free a use of lubricant, or, more often, neglect, with attendant wear, so that on sporadic lubrication the oil runs out of the bearings or other moving parts.

Due to an earlier explosion, the writer's hearing is none too good. However, a groaning gear train, a slipping clutch and any other untoward noise usually registers and also irks. Likewise, a machine that should be running not only quietly but smoothly, that "lopes," also irks via the visual route. Neglect! To which may be added the more excusable excessive speeds.

In any case, there appears entirely too much patching and maintenance under pressure of held-up production. The real answer is preventive maintenance—doing the repair job or the overhaul thoroughly before the break-down occurs.

#### AA Instead of pH

NOT only the cosmetic industry, but all those who have occasion to measure degree of acidity and alkalinity of solutions can find a basis for considerable thought in the paper prepared for presentation at the recent TAPPI meeting by L. M. Booth.

Mr. Booth pointed out the complexities of the system in common use, which expresses the hydrogen ion concentration in terms of pH. A basic objection to this method is that it involves the use of the logarithms of reciprocals. This logarithmic relationship is concealed, however, by the fact that pH values are written as ordinary numbers, and it is extremely difficult for even the technically trained man to recognize at a glance the actual relative degrees of concentration expressed by two pH numbers. The pH system tends to stress minor changes in concentration near the neutral point, while it minimizes sharp variations in the ranges where degree of acidity or alkalinity is high. The chemist, of course, is aware that a change in pH from 7.0 to 6.0 indicates an increase of only 10 units of acidity per liter, while a change from 6.0 to 5.0 corresponds to an increase of 90 units per liter, but the method of expression may add to his difficulty in interpreting results.

Mr. Booth recommended that the pH system be supplanted by a system similar to that previously proposed by Dr. Edgar T. Wherry, in which the degree of concentration is expressed in terms of Active Acidity or Active Alkalinity, designated by AA. In this system the reference point is at neutral, which is in accordance with the practical way of considering acidity and alkalinity. The arrangement is arithmetical, and clearly indicates the relationship between two sets of values. It is believed that this may be an advantage in production processes, because the number will more quickly indicate a variation from accepted standards. For example, if a water standard is set at 5.2 pH and an actual test value of 4.9 is obtained, the variation from the standard appears rather small. If the corresponding AA values of 63 and 125 are substituted, it immediately becomes evident that the acidity is almost twice that desired.—*The Pioneer*.

# No Need for Dealers To Return Cosmetics Not Conforming to Law

*Form of Guaranty to use before and  
after certified foods colors are available*

**M**ANY manufacturers are receiving inquiries from customers both retail and wholesale as to whether merchandise not conforming to the Federal Food, Drug and Cosmetic Act on dealers' shelves on June 25, 1939, must be returned for re-labeling. Hugo Mock, counsel for the Toilet Goods Assn., answers the question.

There is no necessity for returning such merchandise to the manufacturer because for one thing, the law may be extended so that this merchandise could lawfully be sold in any part of the United States until January 1, 1940, but even in the event that such legislation does not pass, such merchandise need not be returned. It can in all cases be lawfully sold in intrastate commerce where it was received prior to June 25, 1939, by the



Hugo Mock

To all customers of \_\_\_\_\_:

We are now as always legally responsible for all goods of our manufacture and will protect any of our customers, retail or wholesale, in any proceeding which may be brought on behalf of the United States Government under the Food, Drug and Cosmetic Act on account of the contents of any of our merchandise or the labeling thereof.

\_\_\_\_\_  
Manufacturer

\_\_\_\_\_  
Address

## IMPORTANT

Since it is not the intention of the Government to penalize manufacturers or their customers who are making a bonafide effort to comply with the provisions of the new Federal Food, Drug and Cosmetic Act, we are assured that you need not be concerned about any of our merchandise received by you prior to June 25th, which can be resold by you without revision of labels.

*Form A: Guaranty to be used in correspondence*

To (name of person to whom guaranty is given)  
(address)

The undersigned, (name of person giving guaranty), whose address is (address of person giving guaranty), hereby guarantees that no food, drug, device or cosmetic constituting, or being part of, any shipments or other delivery now or hereafter made to you by the undersigned will, at the time of such shipment or delivery, be adulterated or misbranded within the meaning of the Federal Food, Drug, and Cosmetic Act, or within the meaning of any applicable state or municipal law in which the definitions of adulteration and misbranding are substantially the same as those contained in the Federal, Food, Drug, and Cosmetic Act, as said Act and such laws are constituted and effective at the time of such shipment or delivery, or will be an article which may not, under the provisions of section 404 or 505 of said Act, be introduced into interstate commerce.

This guaranty shall be a continuing guaranty and shall be binding upon the undersigned with respect to all foods, drugs, devices and cosmetics shipped or delivered to you by the undersigned (including goods in transit), before the receipt by you of written notice of the revocation thereof.

Dated: 1939.  
(Signature of person  
giving guaranty.)

*Form B: Guaranty to use after goods are made with  
Certified Colors*

customer, and where the labeling thereof is in accordance with the laws of the state where sold.

Furthermore, we have reason to believe that in all cases where manufacturers have made an attempt to comply with the law and are shipping out new merchandise labeled in conformity with the law after June 25, 1939, that other merchandise of their manufacture on dealers' shelves will not be the subject of prosecution by the government, as it is the attitude of the government not to cause any loss or damage to either retailers, wholesalers or manufacturers who are trying to comply with the law.

Therefore, we suggest you advise your customers in no case to return merchandise to you for re-labeling without your express authorization.

## WHEN TO USE GUARANTY

The Toilet Goods Association through its counsel and executives, in co-operation with a number of other national associations representing not only manufacturers but wholesalers and chain stores and other retailers has approved a form of guaranty which is published herewith and which could have been used after June 25, 1939, generally by the cosmetic industry, were it not for the fact that the certified coal-tar colors necessary for this industry in order to comply with the act will not be ready at that time.

A guaranty of this character is an absolute warranty and no manufacturer should issue such a

guaranty until he is assured that his merchandise conforms in all respects with the new Federal Food, Drug and Cosmetic Act.

It is no fault of the industry that the certified colors will not be available on June 25, 1939, for the use of the industry and it is on this account, therefore, that neither the annexed or any other form of guaranty should be issued by the manufacturer until he is assured that his product conforms in all respects to the act.

The government itself has recognized the fact that non-compliance with the law as respecting the use of certified colors is no fault of the manufacturer; and therefore any guaranty issued now or later which does not take into consideration the situation as to the use of certified colors will be too sweeping and will involve the manufacturer in unnecessary obligations.

Manufacturers may write in all instances to their customers that they will be legally responsible for all goods of their manufacture and will protect the customer in any proceeding which may be brought on account of the contents of the merchandise or the labeling thereof.

For the reasons above stated, however, they should not warrant at this time that all goods shipped after June 25, 1939, will conform to the new Federal Food, Drug and Cosmetic Act.

### Certified Color Regulations

THE regulations of the Food and Drug Administration with reference to making operative the certified color provision of the new Food, Drug and Cosmetic Act were published in the Federal Register of April 8, 1939. A brief summary of the regulations as affecting the cosmetic industry is given by Hugo Mock, counsel for the Toilet Goods Assn., in part below.

There are three classes of certified colors provided for in the regulations:

1. Colors for use in foods, drugs and cosmetics which will be known as FD&C colors and in this class there will be the minimum allowances for impurities or possibly dangerous substances, inasmuch as these colors will be used in foods.

2. D&C colors for use in drugs and cosmetics but not in foods, and will include colors used for drugs and cosmetics generally.

3. Ext D&C colors which are colors used only for externally applied drugs and cosmetics and the term "externally applied drugs and cosmetics" means drugs and cosmetics which are applied only to external parts of the body and not to the lips or any body surface covered by mucous membrane. Lipstick colors, therefore, would have to be certified D&C colors and not Ext D&C colors.

It should be noted that no coal tar colors will hereafter be permitted to be used in preparations applied to the eyelashes, eyebrows or anywhere in the region of the eye.

The regulations provide for the certification of straight colors as well as mixtures of certified colors, and the identification of such certified colors

simply by numbers as "FD&C Green No. 1," "D&C Red No. 3" or "Ext D&C Green No. 5."

The eighty-two colors which it is proposed to certify are listed in the regulations together with tolerances for impurities. The lakes made from the certified colors in the list may also be certified.

### WHEN COLORS MAY BE CERTIFIED

It is expected that the actual operation of certifying colors may be begun after the enactment of the Deficiency Bill giving the necessary appropriation to the Food and Drug Administration for this purpose. Necessarily the number of certified colors available to the cosmetic industry will be small even under the most favorable circumstances in view of the necessary analyses and care taken with each certified color.

### Export and Import Regulations

THE Food and Drug Administration has promulgated regulations under the new Federal Food, Drug and Cosmetic Act governing exports and imports.

Hugo Mock of the Toilet Goods Assn. gives the following salient features of these new regulations in condensed form:

The principal feature of the new regulations is the Consular declaration required (using Form No. 197 or No. 198), "which shall include a statement to the effect that such article has not been manufactured, processed, or packed under insanitary conditions; that such article is not forbidden or restricted in sale in the country in which it was produced or from which it was exported; that such article is not adulterated, misbranded, nor in violation of section 505 of the Act." This declaration must be used with each Consular invoice covering shipments of over \$100.00 in value.

The regulations also provide a number of the principal ports in the United States where such declarations are to be used in connection with the invoices attached to the articles. Samples of the shipment may be requested by the representative of the Food and Drug Administration but may be waived.

The detention, exportation and disposal of merchandise will follow the procedure very largely now in force for imported merchandise.

"If it does not appear from the examination of the sample or otherwise that an article is adulterated, misbranded or in any other respect subject to prohibitions of the Act, the chief of station of the Food and Drug Administration shall give written notice of release to the owner or consignee of such article and a copy thereof shall be sent to the collector of customs or appropriate customs officer."

Where the objection to the article arises from the form of labeling, the owner may request permission to relabel the article, giving notice of the form of relabeling desired, and such relabeling may be permitted under customs supervision.

Articles suitable only for technical or restricted use which are adulterated or misbranded, may be denatured and then used for industrial purposes.



# CONCENTRATED MOUTH WASHES

*Cream mouthwash suggested as a striking innovation . . . Mouthwashes may be prepared as milk emulsion, solid or liquid, to meet growing demand . . . How they are manufactured*

by JOSEF AUGUSTIN

WHILE old-style mouthwashes used very little perfume, the style today calls for scented mouthwashes. With only two to five drops of such preparations half a drinking glass of water can be given a refreshing, exhilarating fragrance.

No special conditions are required in order to obtain a clear, concentrated mouthwash by dissolving some 5 to 10 parts or more of aromatic substances in about 90 parts of a high-percentage ethyl alcohol. Clearness, however, is not all; for the main thing is that the aromatic substances in solution, when added to water, should be minutely distributed. In other words, no coarse particles must appear in the water as might readily occur in a nearly saturated solution.

## TESTED EMPIRICAL FORMULA

By adding good yet water-soluble solvents such fine distribution is facilitated. And accordingly, one can obtain a fairly concentrated mouthwash from:

3	grs.	peppermint oil
0.5	"	menthol
0.5	"	clove oil
1	"	aniseed oil
5	"	tincture of myrrh
20	"	diethyl glycol
70	"	ethyl alcohol—92%

Flavor with 2 drops of rosewood oil and 0.2 grs. of saccharin.

## USE FOR SPECIAL EMULSIFIERS

Since the fineness of distribution is obviously enhanced by the use of special emulsifiers, these should be used more extensively in mouthwashes. In such case, the added solvent can be omitted or, at any rate, employed in only slight amounts. If, however, an amount of solvent is added (for instance, diethyl glycol), only a suggestion of the emulsifier is apparently necessary in order to produce the



finest possible and therefore most effective distribution of twice the quantity of aromatic materials.

If, for example, in the above formula the tincture of myrrh were omitted and merely 0.2 grs. of cholic acid soda introduced, the mouthwash could take twice the amount of ethereal oils. Triethanolamincholate also works out very efficiently. Both cholic acid compounds, however, have the drawback that they lose their effectiveness in the presence of strong acids. For this reason omission of the tincture of myrrh has been suggested, although a test made with same and sodium cholate does not reveal any decomposition nor any decline in emulsive capacity.

## USE OF ACID-RESISTING EMULSIFIERS

Where the intention is absolutely to have tincture of myrrh, rhatany, or benzoin, or to have tannin or other organic acids, like benzoic or salicylic, etc., in the mouthwash, it is necessary to use acid-resisting emulsifiers. Suitable materials of this kind are: triethanolamine-laurinalcoholsulphonate, benzoic, salicylic and acetic acid salts of diethylaminoethyl-oleilamid, or of the oleic acid and isethionic acid esters, lysalbic acid and oleic acid condensates, etc. All of the emulsifiers mentioned are adapted for cosmetic purposes. Of same some 0.5 to 2 per cent is required if it is not necessary that the mouthwash be clear.

## USE OF SOAPS

An ingredient long in use for the purpose of facilitating distribution is soap—preferably medicinal and potash soap. Detracting from the advantages of soap are its taste and its instability in hard water.

In cases where less alcohol and special solvents are used, more of the emulsifier must be provided. Indeed, it is possible, in the manner of the concentrated bath perfumes, to get by with little or no solvent. In that case the mouthwash must contain considerable emulsifier in order to hold clear and to be capable of the finest distribution in water.

The mouthwash can likewise be prepared as a milk emulsion. For this purpose, of course, little

or no solvent is used but a sufficient quantity of the emulsifiers and a certain amount of water (and possibly glycerine) are taken. By adding 0.5 per cent pectin (in the case of an acid mouthwash) or 1 per cent of water-soluble methyl cellulose (for all kinds of mouthwashes) the emulsion is made more stable. Tragacanth and other tumefacients have the disadvantage that their solutions are too slow in diluting down as more water is added, whereas a drop of the emulsion should spread within a second after being stirred in water.

According as one uses more or less of the pectin or the water-soluble methyl cellulose, the mouthwash can be made more viscous.

#### CREAM MOUTHWASH—AN INNOVATION

A striking innovation would be to make a mouthwash as a cream. A certain kind of water-soluble methyl cellulose, which produces big, jelly-like swellings, is the foundation for it. One part of this cellulose is worked into a jelly with 15 parts water, and 1 part glycerine, 0.02 parts sodium cholate (or 0.1 part of other emulsifiers), 2 parts alcohol and 3 to 5 parts aromatic substances are added. The whole is made into a homogeneous mass to form a soft cream. This is the most concentrated form in which a readily distributable "mouthwash" is made.

#### SOLID MOUTHWASHES

There are, of course, solid mouthwashes, like tablets, and powder. But these are plain mouthwashes, in which not much fragrance can be added.

The concentrated mouthwashes, on the other hand, can be given the most varied flavors and, moreover, they can be colored as desired.

### Further Facts About a New Deodorant Ingredient

IN the past year or so, a new chemical for use in deodorant preparations came into commercial being, but not much about its properties has been published. This chemical is aluminum sulphocarbamate,  $\text{Al}(\text{C}_6\text{H}_4\text{HSO}_4)_3 \cdot 9\text{H}_2\text{O}$ , with a molecular weight of 708.4. Aluminum sulphocarbamate as it appears on the market is a coarse, colorless, or slightly gray crystalline granule passing through a 16-mesh sieve. The powdered material which is also available, will pass through an 80 mesh sieve.

#### PHYSICAL PROPERTIES

The crystalline salt effloresces. The material is readily soluble in water and alcohol. At 25°C. 100 cc water will dissolve 280 grams of the salt, and 100 cc of alcohol will dissolve about 200 grams. In glycerine, 52 grams will dissolve at 25°C. A 1:10 solution in water is acid to litmus.

The chemical meets U.S.P. test for heavy metals (lead, arsenic, mercury, etc.) and is very low in sulphates. It is odorless as are its solutions.

The chemical has perforce the usual incompatibilities of aluminum salts, namely, alkalies, alkali

soaps such as triethanolamine-sodium-potassium-ammonium stearates-laurates-oleates-myristates, etc.

Oxidizing agents such as perborates or peroxides in water solution produce discolorations. A slight reaction also takes place between zinc oxide or magnesium carbonate, with solutions of aluminum sulphocarbamate.

Because of its phenolic derivation, it will give the discolorations characteristic of phenol, with even traces of iron salts.

#### COMPATIBILITIES

Aluminum sulphocarbamate is compatible with the following ingredients, either in the dry or wet form: benzoic, boric, formic and salicylic acids; acetanilid; potassium alum; aluminum chloride sometimes (other times brown discolorations are caused by mixing aluminum chloride and sulphocarbamate—this may be due to contamination with iron salts in the chloride); aluminum sulphate; camphor; formaldehyde; glyceryl monostearate and glycerine; lanolin; kaolin; oxy-quinoline; petrolatum; starch; stearates of aluminum, calcium, magnesium and zinc; talc; thymol and thymol iodide; cetyl alcohol; tragacanth gum; sulphonated fatty alcohols; and numerous other ingredients.

While water solutions can be brought to a boil, continued boiling is not desirable as there is a tendency to produce discoloration in the solution. Small amounts of acids and alkalies added to solutions do not seem to affect the stability.

#### ACTION OF SULPHOCARBAMATE

The action of any aluminum salt is that of an astringent. Aluminum sulphocarbamate is such an astringent. In addition, due to its phenolsulphonate group, it possesses mild antiseptic properties characteristic of other sulphocarbamates, the best known in cosmetic practice being zinc sulphocarbamate.

In 20 per cent concentration there seems to be no action on fabrics. This same solution when tested on 20 individuals, applied for 3 or 4 days at 7 to 10-day intervals produced no irritation.

#### FORMULATION

Even though this chemical may not be destructive to fabrics, use in deodorant creams rather than solutions is indicated. For it is a well-known fact that aluminum chloride in water solution is more destructive to fabrics than it is in cream form. By the same token, other aluminum salts should be used in creams.

When milling deodorant creams, great care must be exercised or discoloration from iron contacting the sulphocarbamate may result. It takes but a trace of iron ions to give the red discoloration so well known to chemists. Some of the special acid emulsifiers sold under various trade names make good bases for deodorant (anti-perspirant) creams with this ingredient. (For making deodorant creams, see article in *The American Perfumer* of May, 1938.

The author acknowledges the help of the Malinkrodt Chemical Works, who determined the technical and therapeutic properties mentioned in this article, through Mr. H. F. Cummings.—*Maison G. deNavarre*.



The visitor readily learns from the graphical charts and dioramas where the flowers are grown from which essential oils are extracted as well as the sources of other aromatic materials so useful to the perfumer. Advance photos taken in Paris

## French Firms Express Friendship in Exhibit at World's Fair



AS a tangible token of their appreciation of the strong ties of friendship which bind the raw material suppliers of France to the American customers, an original and interesting exhibit has been made in the French Pavilion of the New York World's Fair by a group of leading French manufacturers of raw materials for perfumery, both natural and synthetic. The exhibit is educational and informative rather than commercial. It shows in a diorama, the chief products produced in the heart of the natural floral products industry, Grasse; and by accompanying graphically illustrated charts, it shows the centers of production within France and within the French Empire. The chemical section shows private exhibits of leading French firms and gives a splendid idea of the products derived from coal tar. The accompanying illustrations taken in Paris, indicate the originality of the exhibit.

The basic reason for the exhibit was aptly expressed by Francois Goby, vice-president. "For over half a century we have been doing business with the American houses. We appreciate that and in order to give tangible expression to it, we decided to hold a collective exhibit. We wanted our friends in America to know that when something is done in America that may advance business or intensify the bonds of friendship, they have friends in Grasse and in France who are ready to cooperate wholeheartedly."

The idea of having a collective exhibit of an educational nature was conceived by Louis Amic, director of Roure-Bertrand Fils and Justin Dupont. With characteristic enterprise he enlisted the support of other houses and before long a plan for the exhibit was formulated. Actual dioramas and graphic charts were designed in France, submitted for criticism, changed and improved and then sent to the United States.

Working with Louis Amic, president of the bu-



Leon Chiris, who gave his cooperation from the beginning



Francois Goby, vice-president, who emphasized education



Louis Amic, president, conceived and developed the idea

reau which arranged the exhibit is Francois de Laire, vice-president who will be in charge of the synthetic part of the exhibit; Francois Goby, vice-president and Leon Chiris. All of them came to the United States to give personal supervision to the exhibit.

The French firms taking part in the exhibit are: Bertrand Frères, S. A., Grasse; Anciens Ets. Bing Fils, Paris; Camilli, Albert & Laloue, S. A. Grasse; S. A. des Ets. Antoine Chiris, Grasse; Compagnie Africaine des Plantes à Parfums, S. A., Paris; Manufacture des Produits Chimiques du Dauphin, Bourgoin, Gère; Ets. Descollonges Frères, Lyon-Villeurbanne; V. Fringhian, S. A., Paris; S. A., des Ets. V. Hausslauer, Paris; Fabriques de Laire, Issy-les-Moulineaux; Lautier Fils, Grasse; Mero & Boyveau, Grasse; Parfums de France, Paris; S. A. Payan-Bertrand, S. A., Grasse; Revue des Marques, Paris; S. A. des Ets. Roure Bertrand Fils and Justin Dupont, Grasse; S. A. Schmoller & Bompard, Grasse; Societe Cherifienne, Casablanca; and S. A. Tombarèl Frères, Grasse.

Due to the fire on the *Paris*, which contained numerous art treasures and material for the exhibit, it was necessary to postpone the opening of the French Pavilion until May 20.



Francois de Laire, vice-president, in charge of synthetics



Francois Morel, vice-president, whose experience was helpful

## MOST COSMETIC EXHIBITS AT FAIR OPENING MAY 20

*Perfumers are well represented in French building . . . Cosmetics also represented in exhibits in Hall of Pharmacy and Consumers' building*

**GROVER WHALEN**, who is identified with the cosmetic industry, as a director of Coty, Inc., is largely responsible for the New York World's Fair of 1939 which is now host to thousands daily from all over the United States. Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., as one of the incorporators, has also supported the enterprise from the start.

### MAISON COTY OPENS

One outstanding cosmetic exhibit, Maison Coty, was ready on the opening day; and since then it has welcomed thousands. A demonstration unit of Coty's "Air Spun" process for refining face powder operated by white-clad operators is an impressive feature. Supplementing this are continuous sound films in a motion picture theatre.

The majority of other cosmetic and related exhibits will not be open until after May 20.

### PERFUMERS WHO WILL EXHIBIT

Thus on May 20 the exhibit of perfumers will be opened in the French Pavilion in the Perfumery section. The houses that will participate are: Bourjois, Caron, Chanel, Ciro, Corday, Coty, Dana, Diadermine, Grenoville, Guerlain, Lanvin, Lenthéric, Matchabelli, Millot, Molyneux, D'Orsay, Patou, Pinaud, Piver, Rigaud, Roger & Gallet, Sauze, Hudnut, and Vichy.

A few more companies may be added before the formal opening.

### CONSUMERS' BUILDING EXHIBITS

Exhibits in the Consumers' building include Parfumerie Rigaud and John Macree. The latter is



Herman L. Brooks, president of Coty, Inc., laid the cornerstone for what turned out to be his own company's building, Maison Coty. Originally it was planned and built for the cosmetic pavilion.

showing perfumes of Bermuda. Rigaud features *Féerie Moderne* and *Parade*, its latest creations.

In the Hall of Pharmacy, which is to be officially opened, May 21, by Earle A. Meyer, Lee H. Bristol and others, there are a number of toilet preparations exhibits. Unofficially the building was open May 13. One interesting feature is the "Medicine Cabinet."

### EXHIBITORS IN HALL OF PHARMACY

Bristol Myers Co. looks into the World of Day After Tomorrow, meaning the year 6939 A.D. Seven of its products find their way into the show. The Pepsodent Co. has employed matched blondes, brunettes and titians.

Other exhibitors in the Hall of Pharmacy include: Ogilvie Sisters Sales Corp., Lambert Co., Schering Corp., Charles H. Phillips Co., Emerson Drug Co., Gillette Safety Razor Co., Kolak Water Co., Personal Products Corp., Miles Laboratories, Ex Lax, Inc., Arlington Chemical Co., August E. Drucker Co., Lederle Laboratories, Vick Chemical Co., Conti Products Corp., Acme Cotton Products Co., Tampax, Inc., General Drug Co. and American Sponge & Chamois Co.

Essential oil houses exhibiting include: Fritzsche Brothers, Inc., Synfleur Scientific Laboratories, the Dodge & Olcott Co. and Magnus, Mabee & Reynard, Inc.

### OTHER EXHIBITS

Several of the larger corporations which serve the cosmetic industry occupy their own buildings. One of these, the Owens-Illinois Glass Co., has an amazing exhibit in conjunction with its affiliated companies. E. I. du Pont de Nemours & Co. feature a 100-ft. tower of research. The Bakelite Corp., by means of movies, animated exhibits and lectures, describes the genesis of the plastics.

It is probable that a number of other companies in the industry which have been negotiating for space will come into the Fair later.



THE AMERICAN PERFUMER

# SOAP

Department

## CASEIN AND ZEIN AS NEW SOAP ADDITIVES

*New, more practical method for using casein as a soap filler . . . Properties and use of zein, a new filler particularly for use in cheap toilet soaps*

by PAUL I. SMITH

THE claims of casein as a soap filler are of considerable interest, not only because its employment enables a certain economy to be effected in the use of fats, but because it is claimed that by introducing small amounts of casein into the soap an improvement in lathering power and a reduction in alkalinity is achieved.

### USE OF POWDERED CASEIN

The difficulty about using casein in soap manufacture is that it is insoluble in water and can only be brought into solution by the addition of alkalis which form soluble caseinates. These caseinates have, unfortunately, a strong alkaline reaction and their addition would tend to make the soap more alkaline. To overcome this difficulty it has been suggested as a practical method to add powdered casein to the soap during saponification so that the soluble caseinates can be fully absorbed by the soap. The difficulty here is that the protein takes

up a percentage of alkali needed for saponification and has been known to cause trouble to the soap boiler. A recent patent, B.P. 485,805, describes a method of preparing casein with an acid reaction. In an example: a given kilogram of casein is moistened with 200 c.c.s. of a solution of caustic soda of 0.1 part per 1,000 and the resulting mass is malaxated and then brought into suspension in water. It then dissolves perfectly and the solution has an acidity corresponding to pH 5.

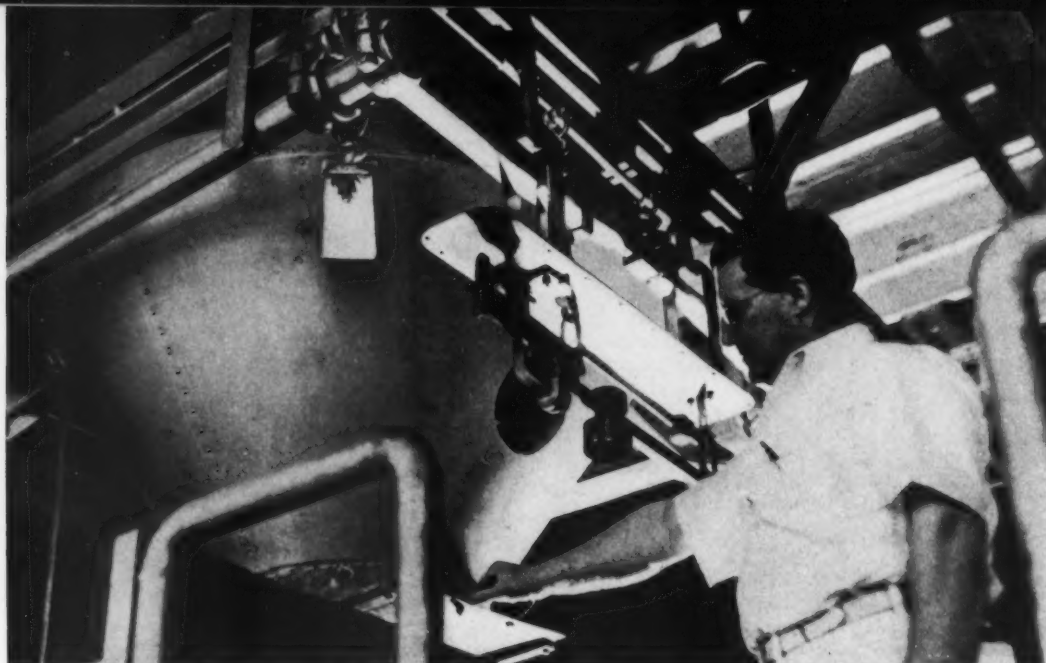
### PRACTICAL METHOD OF ADDING CASEIN

A practical method of adding casein to the soap is to mix or mill it with the soap shavings and a new patent, B.P. 488,514, describes such a method. An example given in the specification is as follows: a soda soap with a free alkaline content of 0.04 per cent is passed through a mill able to produce uniform shavings and is then mechanically mixed with a 2 per cent casein solution having a slight acid reaction. In addition, of course, any fillers or other usual materials may be introduced, after which all the constituents are thoroughly mixed. No special precautions—except those required by the fillers—are necessary; but the homogeneity of the mixture is improved by adding very finely ground casein. The final operations are the milling of the soap, and forming into cakes.

### ZEIN, A NEW PRODUCT

Although it is more convenient to add finely ground casein to the soap, there is always a danger of it being unabsorbed and causing unsightly white specks if the particles are not extremely fine, and even then they may gather together to form small lumps.

In Germany, where large amounts of fillers are being used so as to economize in the use of fats, all kinds of proteinaceous materials are added during the milling process. Zein is a new product which has several interesting possibilities for soap manufacture. It helps to increase the lathering power of soap and also gives it more body, which in the case of cheap soaps, is extremely useful.



All of the ingredients which go into the manufacture of Procter & Gamble soaps are measured to the drop

Zein is derived from maize by means of an aqueous alcoholic solvent at a temperature of 70° C. A recent patent, B.P. 492,599, covers the manufacture of zein.

#### HOW ZEIN IS USED

A method of using zein in soap making recommended by the writer is to use a 25 per cent alcoholic solution containing 5 per cent glycerine and to add this very slowly to the soap during the crutching or mixing process. Zein is precipitated in water, but by this method the gelatinous precipitate is, as it is formed, rapidly dispersed and partially absorbed by the bulk of the soap. Two per cent is all that is necessary to produce a stabilizing effect on the lather.

Both casein and zein can be used in conjunction with other soap body builders, such as methyl cellulose, and no difficulty is likely to be experienced in mixing these materials with colors, pigments and fillers. Apart from their use for toilet soaps of the cheaper grades, they may be incorporated in laundry soaps where their presence is useful for sustaining lathering power. In cheap soaps they add firmness even when the water content is high.

#### SOAP ANTI-OXIDANT

A recently developed amino compound is reported to be effective in minute quantities in restraining the oxidation of soap and the resultant rancidity and discoloration. The new compound is a non-hygroscopic powder, ranging from light gray to white in color. Melting point is above 120 degrees C.; decomposition point is from 170 to 175 degrees C. Solubility is 1 per cent in cold water, 5 per cent in water at 75 degrees C., and 15 per cent in cold alcohol. Compound is insoluble in cocoanut and cottonseed oils.

As the compound reacts with oleic, stearic, and other fatty acids, it should not be incorporated into the soap process until saponification has been com-

pleted. It imparts no odor or color to soaps and does not impair their efficiency. It may be employed with equal success in either soda or potash soaps.—*The Pioneer*.

#### SOAP WORKERS' MINIMUM WAGES

The Public Contracts Board has recommended to the Secretary of Labor that the minimum wages for employees engaged in the performance of contracts with agencies of the United States Government for the manufacture or supply of soap in bars, cakes, chips, and flakes, and in granulated, powdered, paste and liquid forms, and glycerine; cleansers containing soap, scouring powders, and shaving soaps and creams containing soap, and washing compounds containing soap, be determined to be 40 cents an hour, or \$16.00 per week of 40 hours; arrived at either upon a time or piece work basis.

#### UNLOADING CAUSTIC ALKALIS

Safety procedures in unloading tank cars of liquid caustic soda or caustic potash: on this subject, the Manufacturing Chemists Association of the United States, 608 Woodward Building, Washington, D. C., has published an 8-page manual covering methods of unloading tank cars containing liquid caustic soda or caustic potash. The instructions given are explicit and in detail, and are accompanied by diagrams showing valves and steam and air connections for unloading either through the dome or the bottom. The emphasis of the manual is on recommended procedure and safe practice. For copy of the manual send 10 cents in stamps to the address given above, asking for Manual TC-3.

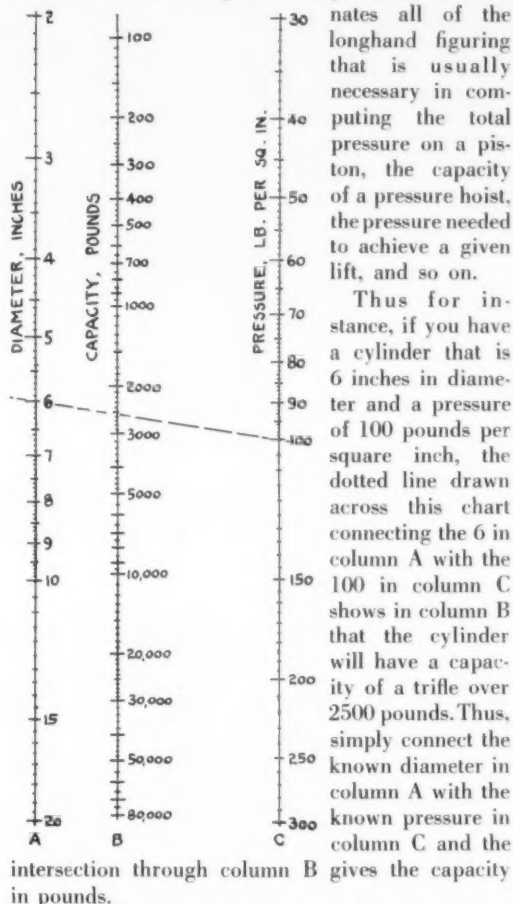
#### NO HIGHER TAXES ON OILS

The present rate of taxes on cocoanut and other oils has been retained notwithstanding the higher rate proposed by farm interests. Testimony before the Senate committee showed the fallacy of the contention made by the latter that a higher rate

would cause soap makers to use more American tallow. It seems almost certain that the Senate will follow the advice of its committee in holding to the lower rate.

## PRESSURE? DIAMETER? CAPACITY?

This chart will be found convenient for solving a multitude of cylinder problems in connection with soap factories and soap machinery. The chart eliminates all of the



longhand figuring that is usually necessary in computing the total pressure on a piston, the capacity of a pressure hoist, the pressure needed to achieve a given lift, and so on.

Thus for instance, if you have a cylinder that is 6 inches in diameter and a pressure of 100 pounds per square inch, the dotted line drawn across this chart connecting the 6 in column A with the 100 in column C shows in column B that the cylinder will have a capacity of a trifle over 2500 pounds. Thus, simply connect the known diameter in column A with the known pressure in column C and the intersection through column B gives the capacity in pounds.

If, on the other hand, it is desired to choose a cylinder that must have a capacity of 2500 pounds, knowing the pressure to be 100 pounds per square inch, this dotted line gives a diameter of 6.

Or, expressed in other words, run a straight line through any two known factors and the intersection with the third gives the answer. Thus, again, the same dotted line would show that if you want a capacity of 2500 pounds and you have a cylinder whose diameter is 6 inches a pressure of 100 pounds per square inch will be needed to produce the desired capacity.

As will be noted, the chart has a great enough range to take care of any ordinary requirements, the diameters ranging from 2 to 20 inches and the pressures from 30 to 300 pounds per square inch. The capacities, column B, range all the way from 100 pounds to 80,000 pounds, or 40 tons.

It is applicable to all of the fluids that are used in work of this nature.—W. F. Schaphorst, M.E.

## TO COLOR GLYCERINE

For various purposes in plant and laboratory, it is frequently desired to color glycerine. The following colors, in quantities varying from one to two ounces per gallon of glycerine, depending upon the depth desired, may be used:

Yellow	Auromine
Scarlet	Pylam Scarlet No. 1323
Green	Malachite Green
Blue	Methylene Blue
Orange	Chrysoidine
Violet	Methyl Violet
Black	Pylam Basic Black
Brown	Bismark Brown

## ILLUSTRATED SOAP

Soap illustrated with Mother Goose characters to appeal to small children and with initials for adults is being offered by Illustrated Soap, Inc., a new concern located at 134 West 32 St., New York, N. Y.

## Soap Materials Market

### Tallow and Grease

Tallow, New York, Special .05½c. Edible, New York .05½c. Yellow grease, New York, .047½c.-.05c. White grease, New York, .05½c.-.05½c.

Rosin, New York.			
Gum B.	4.50	I	6.25
D	4.80	K	6.25
E	5.05	M	6.35
F	5.35	N	6.60
G	6.05	W. G.	7.10
H	6.25	W. W.	7.65
Starch, Pearl, per 100 lbs.		2.55	2.85
Starch, Powdered, per 100 lbs.		2.65	2.85
Stearic acid, single pressed, per lb.		.10	.11
Stearic acid, double pressed, per lb.		.10½	.11½
Stearic acid, triple pressed, per lb.		.13¼	.14¼
Glycerine, C. P., per lb.		.14½	.15
Glycerine, dynamite, per lb.			nom.

### Oils

Cocoonut, edible, per lb.	.08¼
Cocoonut, Manila, crude, per lb.	.03¾
Palm, Sumatra, per lb.	.027
Palm, Niger, per lb.	.03¾ - .037½
Palm, Kernel, per lb.	.034 - nom.
Cotton, crude, per lb.	.08¼
Soya Bean, crude, per lb.	.061 - .065
Corn, crude, per lb.	.06 - .06¼
Castor, blown, one-way drums	.10¼
Castor, No. 3, per lb.	.08¼ - .09¼
Peanut, crude, per lb.	.05¾ - .057½
Peanut, refined, per lb.	.09 - .09¼
Olive, denatured, per gal.	.84 - .85
Olive Foots, prime green, per lb.	.07 - .077½

### Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	2.95
Soda Ash, 58 per cent, per 100 lbs.	1.10
Potash, Caustic, 88@92 per cent, per lb.	.07
Potash Carbonate, 80@85 per cent, per lb.	.05½
Salt, common, fine, per ton	15.00 - 19.70
Sulphuric acid, 60 degrees, per 100 lb.	1.25
Sulphuric acid, 66 degrees, per 100 lb.	1.50
Borax, crystals, 80 tons min., dlv., ton	58.00
Borax, granular, 80 tons min., dlv., ton	53.00
Zinc oxide, American, lead free, per lb.	.06¼ - .07½



DERMETICS



AIR PERFUMER

## New TOILET GOODS Review

**Dermetics:** Simple skin management designed to aid in removing soil without massage, without forcing anything into the pores is the principle of the Dermetics program. G. D. Runnels, who developed the 3-step program, maintains that massaging a cream into the skin is apt to drive the soil into the pores mixed with the cream to give a clogged condition. Hence, Dermetics preparations are made of soil adsorbing hydrogenated oils which are spread on the face but not rubbed in. The three major items are cleansing oil, a blushing lotion which helps increase circulation, and a complexion dress or protective lotion. A lotion for dry skin is also available as well as powder, lip and cheek complement. The company has had a phenomenal growth from its start in 1929 in a small room to the 72 salons it now operates. National advertising was begun only recently.

**"Suav-Air" Perfumer:** A new idea for perfuming rooms is offered by Lyndon Products Corp. It is a small wire gadget with a perforated compartment in which pellets of solidified perfume are placed. It snaps on to any electric light bulb; and when the light is switched on, the heat will cause the fragrance to permeate the room. The pellets may also be removed and used as sachets for lingerie, etc. Eight scents are offered, including a number of florals. The item is packaged in a cyclamen carton with two vials of pellets in different fragrances.

**Nail Shampoo:** A new idea in nail care is the recently introduced Cutex nail shampoo. It is a foamy, creamy substance which removes stubborn grime and discolorations, such as ink and carbon stains, and acts as a treatment for dry nails and cuticle. The rubber-capped applicator protects the nail base. If applied with the fingers pointing down, dead cuticle and grime will flow down along the grooves of the rubber cap. The large size contains a rubber scrubbing brush which fits the hand.

**Capsulcream:** Cream in a convenient, hygienic capsule form is the novel idea introduced by Margaret Brainard. The cream, made with oxychlorestines in an absorption base, is recommended as a supplementary cream, not necessarily to replace other creams but to give the skin a special treat. It is sealed in tiny capsules, each containing enough for one application. The capsules may be carried in the purse without fear of breakage, aging or evaporation. Thirty-six capsules are packaged in a heavy cellulose container with a white simulated linen box.

**Hand Cream:** A special aging process has been employed in the making of an improved hand cream which is practically odorless so that it will not conflict with other perfumes used. It has a delicate apricot tint and an iridescent appearance. It is readily absorbed, leaving no sticky residue. The opal jar has a striking peach and green label encircling it and a black metal screw cap.



NAIL SHAMPOO



CAPSULCREAM



HAND CREAM

*The American Perfumer*



# THE AMERICAN PERFUMER FLAVORS

Department

## Deceptive Packages and the Recertification of Food Colors Discussed at Conference

*Old panel bottle for flavoring extracts is out . . . Brief filed with F.D.A. for exemption of recertification fee for small batches of color*

A CONFERENCE was held in New York City, April 6, to discuss the use of glass containers, and those that may be classified as deceptive and in violation of the new Federal Food, Drug, and Cosmetic Act. Dr. F. M. Boyles, chairman of the Research Committee of the F.E.M.A., made a preliminary report of the findings of the committee.

President L. P. Symmes indicated that from conferences had with government officials it is his opinion that the old deceptive panel bottle for packaging extracts and/or flavors is out. President Symmes referred to the fact that during the past decade—particularly due to the criticisms directed against the flavoring extract industry during the hearings held on the various Haugen (slack-filled package) bills introduced in Congress, which were amendments to the old Food and Drug Act of 1906 to eliminate deceptive packages in the manufacture and sale of foods and drugs—slowly but surely a number of extract manufacturers, on their own initiative, dropped the old deceptive panel bottles and adopted other types of bottles.

President Symmes further indicated that the question confronting the flavoring extract industry today is what type or design of bottle can be used that the officials of the Food and Drug Administration will consider as being non-deceptive; that in his opinion the officials are placing the entire matter in the hands of the industry. A reference was made to existing laws in several of the states re-

lating to deceptive containers; that in many instances the state laws had been found to be impracticable and unable to be carried into effect; therefore the re-designing of a new line of containers will have to be worked out by the extract and bottle manufacturers, and at the present time the yardstick to be used rests entirely in each individual's hands to determine what in his opinion would be considered a deceptive or non-deceptive container.

Another important reference discussed related to the manufacture and sale of certified food colors packed by extract manufacturers in small glass and tube containers of one-half ounce or less and distributed through retail channels of distribution. Regulations proposed by the Food and Drug Administration for coal tar colors, on which a hearing was held during the week of February 6, did not provide exemptions for small batches of certified food colors from payment of certification or recertification fees for said colors.

### PLEA FOR FEE EXEMPTION ON FOOD COLORS

A brief was filed in behalf of the members of the F.E.M.A. recommending that small batches of certified food colors (when certified colors were used, to which had been added permissive diluents) be exempted from payment of the \$8.00 certification fee. References were also made that in the labeling of them it was impractical to require the finished package to carry the batch number without great expense to the manufacturer.

Under date of April 5, 1939, the Food and Drug Administration released "Tentative Official Regulations" governing the manufacture, sale and use of certified food, drug and cosmetic coal tar colors. Sections 135.08 and 135.15 do not provide exemptions for small batches of certified food colors as produced by flavoring extract manufacturers, and in

part require payment of an \$8.00 certification fee. The regulations appeared in the April 8, 1939, issue of The Federal Register, Volume 4, No. 68.

A committee of the association, headed by President L. P. Symmes, Dr. B. H. Smith, George M. Armor, Dr. F. M. Boyles, and John S. Hall, attended a conference, April 6, with Ole Salthe, consultant to the Food and Drug Administration, and laid before him the above set forth reference with a request that same be taken up with the Food and Drug Administration.

### CONVENTION SPEAKERS

The business program of the F.E.M.A. meeting June 5, 6 and 7 in the Hotel Pennsylvania, New York, N. Y., promises to be unusually interesting.

E. L. Brendlinger, secretary, points out that there never has been a time in our industry that we knew as little about the style packages we could use, what



E. L. Brendlinger  
Secretary



L. P. Symmes  
President

is required on the labels, and what the cartons must contain as at present. Therefore, there have assembled, for the program, speakers who are the best versed in these problems.

Among them are:

Dr. Charles E. Vanderkleed of the McNeil Laboratories, Inc., Philadelphia, Pa., who has been associated with the new food and drug legislation from its beginning. Dr. Vanderkleed is vice-president and technical adviser of the McNeil Laboratories, Inc., he is chairman of the Technical Advisory Committee of the American Pharmaceutical Manufacturers Assn. and a member of the Joint Technical Advisory Committee of the American Pharmaceutical Assn. and American Drug Manufacturers Assn.

James J. Hoge, member of the New York bar and general counsel of the Proprietary Assn. will address the convention on the drug features of the new law.

Ole Salthe, formerly director of the Bureau of Food and Drugs, Department of Health, City of New York; formerly technical adviser to the late Senator Royal S. Copeland, sponsor of the Food, Drug and Cosmetic Act; and at present, consultant to the Food and Drug Administration, will lead a discussion of the new Food, Drug and Cosmetic Act and probably be in a position to discuss questions and problems confronting the industry.

J. W. Sale, senior chemist, Food Division, U. S. Department of Agriculture, Washington, D. C., will speak on labeling flavoring extracts under the new Federal Food, Drug and Cosmetic Act.

The entertainment program will be most inter-

esting with special trips and features at the New York World's Fair. The usual banquet will be held on Tuesday evening. The entertainment committee has already had several meetings and is planning one of the most elaborate programs of entertainment, for both the members and ladies, that can possibly be arranged.

### FLAVORING EXTRACTS INCREASE

Production of flavoring extracts and flavoring syrups and related products was valued at \$117,397,193 in 1937, against \$67,874,935 in 1935, according to the Biennial Census of Manufacture, just released by the Bureau of Census. Output by kind, quantity, and value follows:—

	1937.	1935.
Flavoring extracts, flavoring syrups, and related products	111,272,892	62,958,072
Other products (not normally belonging to the industry) . . .	6,624,301	4,916,863
Flavoring extracts, flavoring syrups and related products made as secondary products in other industries . . . . .	15,993,458	14,627,450
Flavoring extracts, total value . .	\$23,819,800	.....
Quantity reported—		
Gallons . . . . .	4,926,486	5,197,976
Value . . . . .	\$18,927,805	\$21,896,980
Quantity not reported, value . .	\$4,891,995	
Flavoring syrups*—		
Gallons . . . . .	57,234,308	37,555,687
Value . . . . .	\$76,417,490	\$40,862,982
Flavoring concentrates (except grape) —		
Pounds . . . . .	4,707,574	1,048,995
Value . . . . .	\$9,621,763	\$2,042,551
Grape concentrates, total value . .	\$217,747	
Quantity reported—		
Pounds . . . . .	212,956	99,641
Value . . . . .	\$138,797	\$58,247
Quantity not reported, value . .	\$78,950	
Flavoring powders, total value . .	\$4,571,563	
Quantity reported—		
Pounds . . . . .	12,242,206	9,779,389
Value . . . . .	\$4,033,970	\$2,864,135
Quantity not reported, value . .	\$537,593	
Flavoring pastes, total value . . .	\$2,160,321	
Quantity reported—		
Pounds . . . . .	14,778,631	2,210,030
Value . . . . .	\$1,761,496	\$966,755
Quantity not reported, value . .	\$398,825	
Fruit juices (except grape)†—		
Gallons . . . . .	1,545,665	1,641,644
Value . . . . .	\$1,566,220	\$2,237,413
Crushed fruit, for fountain use—		
Gallons . . . . .	3,124,821	1,883,473
Value . . . . .	\$4,427,994	\$3,504,591
Cordials—		
Gallons . . . . .	.....	21,178
Value . . . . .	§	\$24,612
Colors, value . . . . .	\$3,966,122	\$2,265,395
Not reported by kind, value . . .	\$497,330	\$861,861

\* Not including chocolate syrup, as follows—For 1937, 5,305,610 gallons, valued at \$5,341,315; 1935, 3,743,707 gallons, \$3,405,720.

† Not including grape juice and other fruit juices made for sale as beverages.

§ Included in figure for "Not reported by kind," to avoid disclosing approximations of data reported by individual establishments.

## FOOD COLORS IN FLAVORS

The officials of the Food and Drug Administration have ruled that where "coloring" is added to foods that fact must be plainly stated on the label.

The department holds that if caramel color is added to a food as coloring, same may be declared on the label as "Caramel Coloring" or "Artificial Coloring" or "Burnt Sugar Coloring."

If certified color is added to a food as coloring, same may be declared on the label as "U. S. Certified Coloring" or "Artificial Coloring" or "U. S. Certified Food Coloring."

It is the opinion of John S. Hall, counsel for the association, that the use of the word "color" in place of "coloring" would likewise meet with the requirements of the act.

## MICHIGAN INSPECTION FEE

The Michigan State Bottlers Association held its annual convention, March 28 and 29. In order to satisfactorily compromise existing inequities in the Michigan Soft Drinks Act relative to interpretations and payment of annual license fees on flavors, concentrates, extracts, syrups, beverage bases or non-alcoholic cordials intended for use in the production of carbonated and still beverages, G. M. Chapman, president of the National Manufacturers of Soda Water Flavors, Dr. Clarke E. Davis, vice-president of the Flavoring Extract Manufacturers' Assn., H. L. Jenks, of Foote & Jenks, Jackson, Mich., and John S. Hall attended the convention.

During the course of the convention protests registered by flavor, extract, and syrup manufacturers were discussed on the floor. The Department of Agriculture of the state of Michigan was represented by Wm. C. Geagley, chief chemist, and Leo V. Card, director of the Bureau of Standards. The position of the flavoring product manufacturers was presented by Dr. Davis and Mr. Chapman.

It will be recalled that through the efforts of Mr. Jenks, of Foote & Jenks, Senator Town introduced in the Senate a bill to amend the Michigan Soft Drinks Act by deleting the references requiring the payment of a \$5 annual license fee on each separate and distinct soda water flavor, extract or syrup sold or offered for sale in the state, and inserting in lieu thereof the requirement of the payment of a flat fee of \$25 per annum for all flavors, extracts or syrups offered for sale in the state of Michigan.

It was mutually agreed that the Department of Agriculture would not register any serious objection if the present law was amended wherein section 3 be amended to continue in effect the payment of the annual inspection or registration fee of \$5 on each separate and distinct flavor, extract or syrup, with a proviso that in no case would any manufacturer be required to pay annual registration fees in excess of \$50 per annum upon soda water flavors or concentrates or extracts or syrups or beverage bases or non-alcoholic cordials manufactured by him, irrespective of the varieties of soda water flavors, concentrates, extracts, syrups or beverage bases or non-alcoholic cordials registered and inspected.

Pursuant to the compromise, Mr. Hall drafted a substitute for Michigan Senate Bill 207. It is hoped that at this session of the legislature the substitute bill will be passed by both houses of the legislature, which will terminate existing difficulties with the Department of Agriculture of the state.

## FOOD VALUES OF SOFT DRINKS

Food values of soft drinks can be measured almost entirely in terms of the amount of sugar they contain. Laboratory tests of 1,600 samples made for the bottlers' trade association showed that the sugar content of non-acid beverages—such as sarsaparilla, birch beer, cream soda, and root beer—ranged from 9.65 to 11.33 per cent. Citrus fruit beverages ranged from 9.18 to 13.25 per cent sugar. Non-citrus fruit beverages had from 10.55 to 13.51 per cent sugar. Least sweet of the various types tested was pale-dry ginger ale with 8.63 per cent; sweetest, was ginger beer with 13.92 per cent sugar.

An average bottle of pop, it seems agreed, contains about 11 per cent sweetening. This means some 85 to 90 calories in the 6½-ounce bottle.

## A LABEL

"A label is more than a scrap of paper and a splash of ink; it is more than a haphazard combination of type and art; it is the bearer of either true or false imputations; it holds the key that unites two realms—the realm of fact, substance, authenticity, with the realm of thought, imagination, conviction. To compose a proper label is a responsibility not to be lightly assumed; it might put something in a wrong category; it might even put somebody in jail."—Charles R. Crosby.

## SALES MANAGEMENT TESTS

1. The cost of sale is only one index of selling efficiency.
2. Know the source of your sales. A big order may be a bigger detriment to your business.
3. Are your men call-conscious and order-shy?
4. Guard against skim selling. There's no profit in peddling short price leaders.
5. A business prospers directly with the increase and diversification of its outlets. The ratio is inverse when pressure for dollar sales permits the inbreeding of a territory.
6. Too many reports—the cancer that eats into selling time.
7. Your weekly sales standing reports may be slow poison instead of a tonic for the sales appetite of the rear guard.
8. Are your men mechanical salesmen? Or, are they real order mechanics, equipped with a full complement of sales tools?
9. Do you think you could keep *your* presentation fresh and sparkling after working with the same set-up for 90 days?
10. Get back into harness again. It's good for your soul and your sales. You can never earn a better rating than "a darn good salesman."—*Sales Management*.

## T. G. A. FEATURES IDEA EXCHANGE

*Discussions of reports by H. L. Brooks, Hugo Mock and H. Gregory Thomas on federal and state laws to feature Convention in New York May 22, 23 and 24*

**A**N exchange of ideas will be the feature of the fourth annual meeting of the Toilet Goods Association in the Hotel Biltmore, New York, N. Y., Monday, Tuesday and Wednesday, May 22, 23 and 24.

There will be no special speakers, according to the association. Herman Brooks, president; Charles Welch, secretary; Hugo Mock, counsel, and H. Gregory Thomas of the Board of Standards will make their annual reports. These will form the subjects of the discussions.

Among the subjects to be discussed will be compliance with the Federal Food, Drug and Cosmetic Act and the postponement of the effective date of the labeling and color provisions, the fair trade laws, and state legislation. The reason for stressing the foregoing is due to the fact that the industry is affected in one way or another by all of them.

Details of the program were arranged by Hugo Mock, Charles Oestreich, C. M. Baker and H. Gregory Thomas.

### THEATRE, BANQUET AND GOLF

The entertainment committee is composed of LeRoy Root, vice-chairman; A. C. Burgund, W. D. Barry, Charles Fischbeck, W. E. Klaas, M. Lemmermeyer, W. P. Murray and Karl Voss.

The entertainment planned includes a theatre party Monday night at the Majestic theatre where *Stars in Your Eyes* featuring Jimmy Durante and Ethel Merman will be enjoyed. A supper-dance at the Hotel Biltmore will follow. Bridge at the hotel for the ladies and golf at the Winged Foot Country Club, Mamaroneck, for the men will be held Tuesday afternoon and ample time will be afforded Tuesday for visits to the N. Y. World's Fair as there will be no business sessions. A closed meeting for active members will be held Wednesday morning. In the afternoon an open forum for the discussion of problems will be held.

The annual banquet will be held Wednesday evening at the Hotel Biltmore and as usual souvenirs will be distributed.

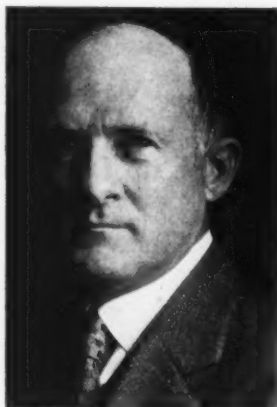
Members who have not already done so are urged to make hotel reservations. Hotels are crowded with World's Fair visitors and it will be difficult to secure accommodations at the last minute.



**HERMAN BROOKS**  
*President*



**CECIL SMITH**  
*Vice President*



**E. B. HURLBURT**  
*Vice President*



**H. P. WILLATS**  
*Vice President*



**J. I. POSES**  
*Secretary*



**PAUL VALLEE**  
*Treasurer*

*The American Perfumer*



# U.S.P. and N.F. Essential Oils Believed Not in Conformity with Commercial Pure Oil

*Results of Essential Oil Association study forwarded to Revision Committees with proposed changes*

**F**EELING that the physical and chemical standards laid down for essential oils in the *U. S. Pharmacopoeia* and the *National Formulary* are not in conformity with the constants prevailing for commercially pure oils, the Essential Oil Association through its scientific committee has for several years studied the records submitted by its members with a view to using the information so compiled as a basis for suggested revision.

Recently the scientific committee of the Essential Oil Association submitted proposed changes in the official standards of the following products:

- Oil Bitter Almonds, U.S.P.
- Oil of Mustard Volatile U.S.P.
- Oil of Bay, N.F.

In the case of the U.S.P. products for which revisions were suggested, the Essential Oil Association addressed its recommendations to Dr. E. Fullerton Cook, chairman of the U.S.P. Revision Committee, Philadelphia. In the case of the proposed changes in the National Formulary, the association directed its proposals to Dr. E. N. Gathercoal, chairman of the Committee of Revisions, National Formulary, Chicago.

## OIL BITTER ALMONDS, U.S.P.

According to the U.S.P. XI, oil bitter almonds should contain not less than 95 per cent benzaldehyde.

The U.S.P. X edition, called for not less than 85 per cent of benzaldehyde in oil bitter almonds. Actually, the association has found that oil bitter almonds of commerce rarely contains more than 84 per cent and usually not more than 82.5 per cent of benzaldehyde. Accordingly, the association is suggesting that the U.S.P. monograph be changed to read, "Oil bitter almonds contains not less than 80 per cent benzaldehyde."

The data on which this suggestion is based were compiled from figures submitted by eight different essential oil houses which independently analyzed samples taken from the same lot supplied by one

Dr. Eric C. Kunz (right) is chairman and Dr. Francis D. Dodge (left) is vice



chairman of the Scientific Committee of the Essential Oil Assn. of U.S.A.

of the association's members. After the results were listed, it was found that averages ranged from 78.03 to 85 per cent of benzaldehyde, giving a grand average of 82.5 per cent.

The U.S.P. XI edition describes the following assay for benzaldehyde:

"Add 0.1 cc. of bromphenol blue T.S. to 25 cc. of a solution made by dissolving 3.5 gm. of hydroxylamine hydrochloride in sufficient 60 per cent alcohol to make 100 cc. and titrate with half-normal alcoholic potassium hydroxide to the production of a greenish-blue color. Pour this mixture into a flask fitted with a glass stopper, and containing about 1 gm. of oil of bitter almonds, accurately weighed. Shake well and then titrate with half-normal alcoholic potassium hydroxide until the yellow color changes to greenish blue. Continue shaking and titrating until the greenish blue color is permanent. Each cc. of half-normal alcoholic potassium hydroxide is equivalent to 0.05303 gm. benzaldehyde."

The experience reported by various chemists inclined to conform to the requirements of the official test and indicated that a certain amount of deviation was quite unavoidable.

Almost every chemist developed a special modification of his own which he found useful in obtaining concordant results.

For example, one of the chemists reported the following:

"The method of procedure was confined strictly to the U.S.P. method with one exception, that the alkali was added a drop at a time. From previous

experiments we have found that in the determination of benzaldehyde in the true oil of bitter almonds, a difference of approximately  $\frac{1}{2}$  per cent was found when the alkali was run in rapidly, the higher percentage being obtained through the slow addition, and for that reason we followed this latter method in the assay of the sample."

Another chemist reported that the most important single factor producing discrepancies in results with the U.S.P. test for oil of bitter almonds is misjudgment of the end-point, which, when using an indicator such as bromphenol blue, is not a sharp one.

An interesting commentary upon the requirement that oil of bitter almonds shall contain not less than 95 per cent benzaldehyde, when as a matter of fact it seldom contains more than 80 per cent, is the fact that the *National Formulary* requirement for benzaldehyde N.F., is that it shall contain not less than 85 per cent of benzaldehyde, when as a matter of fact, the average commercial sample of benzaldehyde today contains more benzaldehyde than that.

#### VOLATILE OIL OF MUSTARD

The U. S. Pharmacopoeia requires that the refractive index of volatile oil of mustard should be between 1.5268 and 1.5280 at 20°C. Five different members of the Essential Oil Association reported their experience in analyzing commercial samples of oil of mustard and found that the limits, to be in accordance with actual results, should be raised to 1.5275-1.5310.

#### OIL OF BAY, N.F. VI

The association in its report to Dr. Gathercoal, indicated that it had given this subject considerable study for the past seven months, and that it had concluded that it is usually very difficult to import oil of bay from the West Indies that will meet the specification outlined in the 6th edition of the *National Formulary*.

One of the requirements for oil of bay listed in the *National Formulary* is that it shall contain not less than 50 per cent and not more than 60 per cent by volume of phenol. Actual experience has indicated that the average phenol content of oil of bay is slightly higher than 60 per cent and in many cases as high as 62 or more. The *National Formulary* prescribes a specific gravity lying between .962 and .990; this agrees fairly well with the average found over a three-year period for a very large number of samples analyzed, giving a grand average of 0.972 for the specific gravity. In actual experience, no record was found of any specific gravity as high as 0.990, although many pure commercial samples have a specific gravity somewhat lower than 0.962 prescribed by the *National Formulary*.

The N.F. requirements for solubility in carbon disulphide were also attacked by the Essential Oil Association. In the 5th edition of the *National Formulary*, it was stated that "an equal volume of alcohol, glacial acetic acid or carbon disulphide yield *slightly turbid* solutions." In the 6th edition of the *National Formulary* the test reads in part,

"It yields solutions that are but *slightly turbid* with equal volume of alcohol, glacial acetic acid or carbon disulphide."

Many imports of this oil have been rejected by the Department of Agriculture at the port of entry because the oil was slightly *more than turbid* with an equal volume of carbon disulphide, the association states in its report to Dr. Gathercoal.

It explains this turbidity as follows:

"It is caused by the presence of moisture and can be prevented by heating the oil to a temperature of 110°C. for five minutes. Since oil of bay N.F. is produced by steam distillation, it is only natural for it to contain traces of moisture. Our experiments indicate that it is this moisture which causes the turbidity with carbon disulphide. We recommend that this particular test with reference to the solubility in carbon disulphide be deleted."

The association in its report to Dr. Gathercoal makes the following additional suggestion:

"In the N.F. VI an additional standard has been added, viz., 'the amount of phenol not less than 50 per cent and not more than 60 per cent.'"

"Upon examination of many deliveries of oil of bay from the West Indies and Puerto Rico over a period of the last four years, we find that the relation between the specific gravity and the phenol content are such that in many instances the delivery is not strictly N.F. VI; that is, an oil of bay can have a specific gravity below the minimum of .962 such as for instance, 0.947, and still contain 54 per cent of phenol, or, as another example, an oil of bay can have a specific gravity of .962 and contain 62 per cent of phenol.

"Today with a minimum and maximum phenol content of 50 to 60 per cent and the high minimum specific gravity of .962 as well as the solubility test with carbon disulphide, it is nearly impossible to import an oil of bay to meet these requirements.

"We therefore would recommend that the standards in the N.F. VI, be changed to a minimum phenol content of 50 per cent and, if we must have maximum, our recommendation for this figure would be 65 per cent. In addition to this, we recommend that the specific gravity be lowered to a minimum of .950 with a maximum of .990."

#### Benzoic Acid as a Preservative

Benzoic acid, itself, is a preservative, and it has been widely used in cosmetics. It is a white crystalline solid practically insoluble in cold water, easily soluble in alcohol, and very easily soluble in fats and oils. Although it conforms to most of the requirements for a chemical preservative, it does not meet the others. It is a sufficiently strong antiseptic to guard against micro-organisms. It is soluble enough to be utilized in either lotions or creams. The synthetic benzoic acid has very little odor, but it is slightly toxic, and when used in a preparation of low pH it changes to hippuric acid which is very irritating. Therefore, while it meets with four of our requirements, it falls down on two which are probably more important than the other four.



# EDITORIALS

## ADMINISTRATIVE TOLERANCE

IN any transition from an old to a new order of things a situation such as the industry finds itself in due to inadequate supplies of certified coal tar colors and the impossibility of getting deliveries of orders placed for new labels before June 25, is inevitable, according to Secretary Wallace.

"Obviously," he points out, "the Department of Agriculture does not expect the impossible. It has repeatedly advised manufacturers of its intention to give sympathetic consideration to these problems and deal with them in a manner equitable to all."

Whether or not the bill in Congress extending the effective date of the labeling and color provisions of the Food, Drug and Cosmetic Act becomes law, it is clear from the foregoing that the industry may expect administrative tolerance in the enforcement of the law.

## ASSOCIATION MEMBERSHIP

IT is unfortunate that a larger number of manufacturers of toilet preparations have not taken advantage of membership in the Toilet Goods Association, not only to secure the free advice on labeling and advertising under the new laws, offered by the Board of Standards only to members, and which alone is worth many times the cost of membership, but also because in this age of group action, they could do so much to strengthen the useful work of the association in promoting the welfare of the industry of which they are a part and from which they cannot help but benefit.

All thoughtful men in the trade realize the wisdom of making the industry a well integrated, law abiding one. But how much has been done toward achieving this result by the association is too little realized. As an example, take its bulletin service. Emanating from competent sources and freely published, the bulletins have a force and an authority in the industry and a stabilizing effect on trade practices which is highly desirable for the good of all—members and non-members. The same might be said of its other services.

While it is true that the leaders who direct the destiny of an industry must in some way act as father to the weaker and smaller concerns, it is

equally true that the time comes when the children should contribute their just share toward running expenses lest the whole family suffer.

## SERVICE RENDERED BY COSTER

THE misdeeds of the brilliant but dishonest F. Donald Coster, as president of McKesson & Robbins, Inc., served at least one useful purpose.

Needed reform in accounting and corporate practice has been considerably accelerated. Standardization of auditing procedure has been sought by the American Institute of Accountants and the Securities and Exchange Commission for years. Now it is felt that the Commission can lay down a rule that no annual report may be certified unless auditors make a check of accounts receivable by writing directly to debtors. An actual physical examination of inventories may also be required. Both will add to the expense of the audit; but in the light of the McKesson & Robbins revelations, for the first time, expense is now regarded as a secondary item.

## WORK FOR THOSE WHO NEED IT

INDUSTRY as a whole may well give careful consideration to the experience of the Calco Chemical Co. in employing workers past middle age not only as a means of solving one of the nation's most distressing problems but for sound business reasons.

The company ignores arbitrary age lines in hiring its workers. Many of its active employees range in age from 60 to 77 years. They were hired solely in recognition of the value of their services. Some, physically handicapped, listed on the relief rolls as "unemployable," also found jobs.

Much of the work in a big chemical plant consists of tasks such as turning valves off and on, controlling machinery and watching for defective operation. For such work there is need for reliability and judgment which older men have. Where a physical handicap, such as a wooden leg, for example, has no relation to the work sought, it is ignored. The older man knows that work is necessary to produce income, and he has a desire and willingness to work steadily. As a result his labor is usually a sound investment.



## NEW PACKAGES

**1. HELENA RUBINSTEIN:** A soft night perfume, Slumber Song, designed to induce slumber and recommended for use around the boudoir and on negligees, nightgowns and pajamas is the latest offering from this house. The charming crystal flacon is a copy of a 15th Century figurine—an angle, bewinged and crowned with a halo of pink flowers. It comes encased in a silver tabernacle box. Eau de toilette is also available.

**2. PRO-PHY-LAC-TIC BRUSH CO.:** This company's gay new Bon Voyage Tooth Kit has a tooth brush that is most utilitarian. To use the brush, the head is simply screwed on to the colorful plastic cylinder. When not in use, it is tucked into the container where it is well protected from dust, etc. Wintergreen flavored tooth powder with a natural vegetable oil soap base is included in the kit. The box comes in six bright colors.



**3. SEVENTEEN:** Two new companion pieces in the popular lilac fragrance are offered as ideal hot weather toiletries. They are a liquid bubble bath, which converts the bath into a froth of bubbles, and eau de cologne for after the bath. They come in identical sleek flasks with white plastic caps. A sprig of lilac surrounds the neck of the cologne bottle. Both the decalcomanian label on the cologne bottle and the regular gummed label on the bubble bath conform with the new labeling rules.



**4. LENTHERIC, INC.:** The gay "A Bientôt" scent may now be had in a full line of bath and beauty accessories, including, bath oil, bath powder, crystals, soap, sachet, brillantine, face and talcum powder, as well as the perfume and eau de cologne. The packaging is characterized in design by a starch-white background accented by the four-color script of "A Bientôts" flung with abandon against it, making a vivid splash of color. The talcum and bath crystal bottles are particularly decorative in design.







**5 DORALDINA COSMETICS, INC.:** A new modernistic dress has been adopted for this line of fourteen cosmetic items and the line itself has been improved and simplified. The complete treatment line now consists of cleansing and texture cream, lotion and Allura, a powder base which "veils the skin." The complete range of make-up includes powder blended individually by a new machine method. The jars are bright clear green with ivory plaskon caps. The same color scheme is used on all the packages in the line.

**6 WORTH:** The youthful, stimulating but yet intangible fragrance of Imprudence perfume is now offered in the form of eau de cologne. In addition to the refreshment it affords, the cologne is reported to have deodorant properties. It has been bottled by Lalique in smooth glass shaped into classic contours with a star-studded stopper and a midnight blue-and-gold label. Four sizes ranging from 2 ozs. to 16 ozs. are offered as well as a tester size. Distributed in U. S. by Al Rosenfeld, Inc.

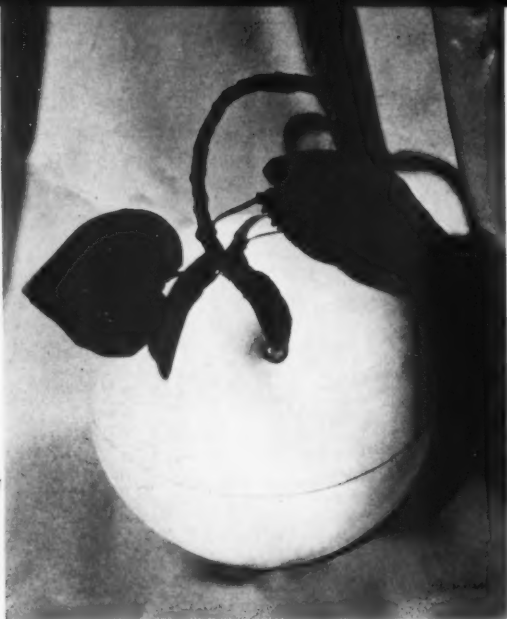


**7 PARFUMS CHARBERT, INC.:** This company's newest and most glamorous perfume, Grand Prix, in the unusual boot package, is now interpreted in eau de cologne—offering the excitement of the perfume fragrance plus the tingle and freshness of the cologne. It comes in a drum designed bottle decorated with brown leather bandings. A brass cap tops the bottle and a leather label appears at the bottom. Several sizes from 2 ozs. to 16 ozs. are available in the same style package.



**8 ANN HAVILAND:** A new collection of flower scents and sachets has recently been completed by Ann Haviland, for distribution through Jay Thorpe, Inc. Each fragrance is available in perfume, toilet water, dusting powder, and sachets for hangers, lingerie and evening bags. The simple, tasteful packaging exhibited in the gardenia ensemble shown here is found in all the sets. The powder box is pure white and the large flat sachet bag is made of soft, shiny peach satin.

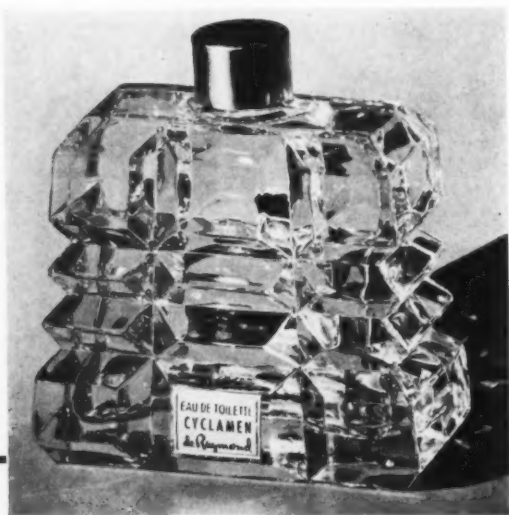




**9 . MAISON JEURELLE:** To symbolize the spirit of apple blossom time, this house fills luscious pink twin apples with fragrant pink Apple Blossom bath salts and Apple Blossom dusting powder. Their leafy foliage gives an added touch of reality to these containers. The cool, delicate odor of the apple blossom has been accurately represented in the perfume in these two products. Hence they have special appeal as hot weather toiletries.



**10 . GLAZO CO., INC.:** This firm's new nail polish container has been given a rich and distinctive appearance by the use of pebbled glass and a new label in French blue, powder blue and carmine red. Each bottle is enclosed in a new carton on which the label colors have been developed in a novel design. Along with the new packaging, three new color tones are introduced: Tara, Ember and Rumba—in step with the current make-up shades.



**11 . PARFUMERIE DE RAYMOND, INC.:** Cyclamen, the new eau de toilette odor introduced by this company, comes in a clear, crystal bottle cut in a pattern of geometric figures. Trapezoid, triangles and hexagons are combined in an effective treatment which gives a gem-like richness to the bottle. The plain burnished gold metal cap and gold foil label appropriately do not take attention away from the bottle. The cyclamen odor is also offered in perfume form in a similarly-cut bottle.

**12 . PRIMROSE HOUSE:** Chiffon Cologne, which has all the refreshing qualities of the old-fashioned toilet water now has a new double-strength perfume to give it lasting glamour. It is effectively packaged in slender bottle, delicately molded to suggest the light springiness of the odor, and topped with a bright metal cap. The bottle is sheathed in a cylindroid container of pink and copper metal foil paper and wrapped in transparent paper.



*All the variety you need*  
**FOR**  
**61,000,000**  
**LIPS**



*The Majority of Brands  
in Leading Stores have  
Scovill-Made Containers*  
At smart Saks-Fifth Avenue, there  
are cosmetics made by 18 manufact-  
urers. 67% of these manufacturers  
have come to Scovill for one or more  
containers in their line.

To capture the varied tastes of America's 30,288,552 women between the ages of 17 and 49—it takes a range of designs and finishes such as Scovill offers you.

For lipsticks and other cosmetic containers and closures, Scovill makes containers whose variety of styles is only slightly indicated in the illustration (a sampling of current production).

Every color of the rainbow — combinations of colors — brass, plain, enameled, or plated with gold.

silver or chromium—Indurited aluminum (the Scovill finish that *keeps* its jewel-like sheen, highly resistant to water, scratches, etc.) — various types of construction, such as swivel, roll-top and push-up.

No matter what type of container or closure interests you, a Scovill representative will gladly show you a group of varied examples of our work. For development of new ideas and designs, our stylists and engineers are ready to serve you. Whichever you want, get in touch with the nearest office listed below.



## SCOVILL Manufacturing Company

*Drug and Cosmetic Container Division*

79 Mill Street



Waterbury, Connecticut

Boston, Providence, New York, Philadelphia, Syracuse, Pittsburgh, Chicago, Cincinnati, San Francisco, Los Angeles. IN CANADA: 334 King St., East, Toronto, Ontario.

# desiderata

by MAISON G. DE NAVARRE

**New Solvent Fixative** Under the name of phenyl- and benzyl- ethers of ethylene glycol, two odorless high boiling, low vapor pressure chemicals with excellent solvent properties are being offered on a commercial scale. Greatest promise is as perfume solvents and fixatives, as well as special utility in inks. Many other unusual solvents with practically no odor are also becoming available. They are, for the most part, glycol ethers and polyglycol derivatives.

**Stone Preservative** Every factory superintendent at some time or other is interested in a preparation which may help him "seal" stone, for one reason or another. Ethyl silicate is this type of stone preserving material. When it comes in contact with water it is hydrolyzed to pure silica.

**Bromo Acid Solvent** Oleyl alcohol of technical purity is available in this country at a very low price. It is now finding use as a solvent for "acid eosin," also known as bromo acid. It gives lipsticks a luster better than that given by castor oil. However, the technical material has an odor not particularly desirable. Two other specialties on the market are also extremely good solvents for bromo acid, and manufacturers ought to investigate all of them. Because of the difference of viscosity, a slight rearrangement of formula is necessary.

**Skin Tonics** Among the uses of skin tonic as offered by the numerous manufacturers of cosmetics, is one which is more or less common to all—use to remove the remains of cleansing cream. Let's look at this a moment. Cleansing creams for the most part are emulsions containing a soap of some kind. Skin tonics on the other hand are water-alcohol mixtures containing a small amount of boric, citric, lactic or other mild acid. Those which do not contain acids, contain small amounts of zinc

sulphate, alum, magnesium sulphate or similar salt. How on earth can you expect such a mixture to remove cosmetic cream? The alcohol wouldn't dissolve the fatty ingredients in the concentration used, and the acid or insoluble salt-forming nature of these latter ingredients precludes removal of the fatty materials. Here the only possible way you can remove the cream is by mechanical action of the cotton, paper or cloth used. But to get around this, all you need do is to make your skin tonic just faintly alkaline, and you enhance this "removal" property a great deal. Try it once and see. Making your product alkaline, however, brings up other problems to be considered later.

**Depilatories** The unusual property of organic amines such as mono-, di- and triethanolamines, diethylene-triamine, triethylene-tetramine and others, is that they can readily absorb such gases as carbon dioxide, hydrogen sulphide and others, and readily give up the same on heating the combined product. The carbon dioxide derivatives may have some value in permanent waving, while the hydrogen sulphide absorbing ability may be utilized in overcoming the off odor of depilatories based on sulphides. Maybe it's a crazy idea, but it is worth investigating.

**Emergency Label Service** Last month, *The American Perfumer* ran a two-page notice to its readers advising them that it was prepared to render a non-profit *emergency label service* to those of its many subscribers who are unable to take advantage of consultants and expert advice, or who do not belong to trade associations doing this sort of work. The small charge made partially covers costs, the difference is paid by *The American Perfumer*. The publisher and editors realize that small manufacturers as well as large will come under the scrutiny of the government officials. That both large

and small organizations will mould the attitude of the administration in regard to enforcement of the law. This offer is open until June 20th. Don't wait too long before taking advantage of the lowest rate on label revision ever offered. No other trade journal in either the drug or cosmetic industries is rendering this important service to its thousands of readers.

**Cream Nail Enamel Remover** If a fast-acting (5 to 15 seconds) nail enamel remover can be made into cream form, packaged in tubes for handiness, then the present-day liquid removers are in for some pretty stiff competition. There is no question but that acetone, ethyl acetate, various acetates and similar solvents have a powerful drying action on finger nails—this in spite of the fact that the remover may contain oil. (An oilized remover is unquestionably superior to one not so treated.) But if a fatty vehicle can be obtained which will be a good carrier for the solvent material, then methinks you have something.

**Cheap Perfume** A new perfume compound, selling in small lots at just over a dollar a pound, and at less than a dollar a pound in quantity, having utility in powder, talc, creams, lipsticks, etc., will bear investigating by manufacturers. It has a "ylang" type odor.

**Sun Screen** As little as 1 per cent of iso-butyl-p-aminobenzoate, sold under a trade name, is sufficient to give adequate protection from burning rays of sun. Limit claims to "promotion of an even and beautiful tan," according to the Toilet Goods Association, and your product will be considered a cosmetic and formula disclosure and other requirements under the "drug" clause need not be considered. This chemical is soluble in alcohol and certain oils. The low concentration required makes it very interesting as a cosmetic material.



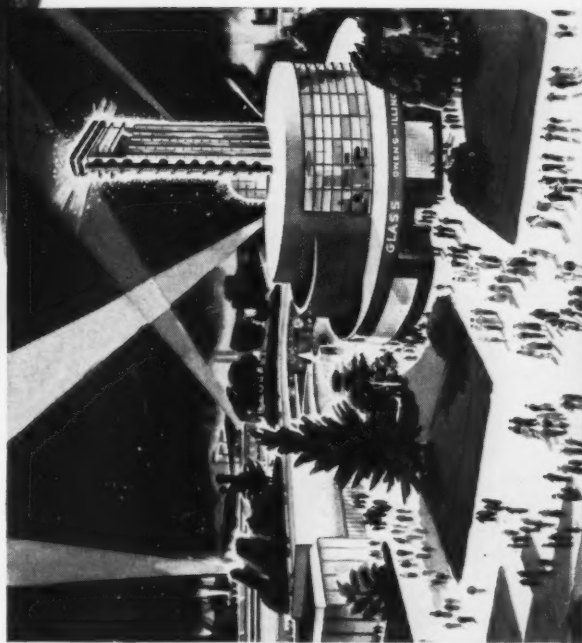


We will be glad to send you a reprint of above illustration (17 1/2 x 8 1/2 without advertising) upon request. Please mention this publication.

## IT'S THE

● This is Fair Year! New York and San Francisco will cater to millions.

Owens-Illinois is proud of its exhibits at both. Illustrated at the top is the Glass Center in the heart of Chicago, Illinois. Here you can see miracles worked in glass before your own eyes. Be sure to visit us. The main illustration shows another exhibit—The Libbey Building at the World's Columbian Exposition at Chicago in 1893.



# FAIR

● Whether it's Beauty on the Boulevard or your package on a shelf—it's the fair, the bright, modern and attractive that fare the best.

And when it comes to attractiveness in a package, there's nothing that compares in eye appeal with Glass. Here is a thoroughly adaptable packaging material that in its final form has undergone tremendous improvements. Shipping weights have been drastically reduced

## THAT FARE THE BEST

... strength has been increased, and modern design makes the most of the sparkling display appeal of Glass.

There's profit in a modern salespackage—a story that any Owens-Illinois representative will be glad to give you in detail. He is backed by broad experience and a group of packaging experts who have worked modern miracles with glass containers. Talk to the O-I Representative. No obligation is implied or entailed. Owens-Illinois Glass Company, Toledo, Ohio.

**OWENS-ILLINOIS**  
"FIRST IN GLASS"

# QUESTIONS AND ANSWERS

## 256. Cleansing Cream Formula

*Q: I need mostly a good cleansing cream formula to make and sell along with my vanishing cream. Tell me what you have to offer. D. B., Kentucky.*

*A: The A.Ph.A. Recipe Book offers the following:*

Stearic Acid.....	105 grams
Wool fat.....	21 "
Triethanolamine.....	10 "
Mineral Oil heavy.....	474 cc
Dist. Water.....	390 cc
Rose oil.....	0.2 cc

Melt the fats together and bring to 70 deg. C. Bring water and triethanolamine to same temperatures. Add fats to water with rapid stirring. Let us know how this works out.

## 257. Massage Cream

*Q: I would like a formula for a stearate-starch rolling massage cream such as is used in barber shops. Which kind of starch would you use in the above cream?—S. M., Tenn.*

*A: The Pharmaceutical Recipe Book offers the following suggestions: starch 100 grams, cold water 500 cc.,*

*oil theobroma 20 grams and vanishing cream R.B. 50 grams, perfume and color to suit. Heat the water and starch to a uniform paste. Add oil theobroma, then the vanishing cream. Mix well. Perfume and color when cold. Corn starch is usually used.*

## 258. Face Powder and Hair Lotion

*Q: I am so anxious to obtain a very high class formula for face powder; I want it to be a splendid powder. I am also anxious to get a formula for hair waving lotion that is extra good and that has your stamp of approval. Can you in any way help me? L. H. T., New York.*

*A: My good man, it is impossible for us to tell you what constitutes a splendid powder, for individual tastes differ. As to hair waving formula, we do not approve any formula, whether it be best or poorest. We can and do suggest lines of experimentation. Other than that, we can do nothing. Feature articles in *The American Perfumer* as well as standard texts are good reference works. If you are interested in a stand-*

*ard formula for either product, we shall be very glad to forward it to you.*

## 259. Emulsifying Agents

*Q: What gum would you recommend as best when the emulsion is to be highly diluted with water so that the agent does not form an unsightly separation on the bottom or top of the liquid. Thank you for your interest. F. F., Illinois.*

*A: In order to avoid separation of the emulsified substance, it is important to have it divided into the most minute particles possible, say from 1 to 5 microns in size. These must then be suitably protected with emulsifying agents which act either on the theory of polar groups, or on the basis of a thickness in the suspending media such that will prevent the easy migration of oil particles. This last group will not function nearly as well on dilution to our way of thinking. Tragacanth, gelatin, acacia and ghatti gums are sometimes used for such emulsions. Carob bean gum might also be mentioned.*

# TECHNICAL BOOK REVIEWS

PACKAGING CATALOG, *Breskin & Charlton Publishing Co.* 9 x 12 in., 562 pages, 12 sections, 11th edition, 1939. Price \$5.00.

This catalog aims to supply essential facts about every phase of packaging. Data on new developments are given. A buyers' directory lists manufacturers of materials, supplies and equipment, agencies and individuals serving the field. A tab index makes easy the location of any particular branch of packaging. The book is substantially bound.

HAIR DYES AND HAIR DYEING, *H. Stanley Redgrove, B.Sc., F.I.D. and J. Bari-Woolss.* Chemical Publishing Co. 5½ x 8½ in., 205 pages, 3 plates and 33 illustrations. Second Revision. 1939. Price \$5.00.

A chemist and a practical hairdresser collaborated to produce this comprehensive, up-to-date handbook. It is probably the most complete

treatise on the subject in any language. As such it will be indispensable to hairdressers, dermatologists, chemists and medical men. Preliminary considerations on the structure and pigments of the hair and coloring matters generally are treated in Part I. Part II, consisting of 15 chapters, discusses hair dyes, bleaches and decolorants, their nature, composition and uses. Part III treats the practical art of hair dyeing in 10 chapters. Part IV discusses the causes of gray hair with hints on how to avoid premature grayness.

TOXICITY OF INDUSTRIAL ORGANIC SOLVENTS, *Ethel Browning.* Chemical Publishing Co. 5½ x 9 in., 388 pages. First American edition, 1938. Price \$3.50.

This useful book collects in one volume for reference the information made available by the Industrial Health Research Board of England

on the effects upon the health of workers who handle the many volatile substances used in industry. The wide range of information collected for the first time in this volume will be of value to works chemists in charge of industrial processes using chemicals likely to be injurious to health.

THE KNACK OF SELLING YOURSELF, *James T. Mangan.* The Dartnell Corp. 5½ x 8 in., 234 pages. 1939. Second Edition. Price \$2.50.

Self advantage and personal opportunism form the basic theme of this interesting and constructive book. It aims to tell the reader what he must do to make his way through the roaring traffic of the next five years. Section headings are: Expression, Promise, Guts, Approach, Diplomacy, Familiarity, Reliability, Persuasiveness, and the Relative Importance of Each Quality.

*The American Perfumer*



## *Honeysuckle...*

*is timeless in its appeal. The lingering sweetness of its fragrance is especially popular with modern women during the summer and fall. To meet the demand for this odor which the coming season will bring, Givaudan offers a new line of honeysuckle odors, rivaling the fragrance of the natural flower. There is a type ready for use in extracts, toilet waters, powders, or creams. Let us know which of these products you make and we will submit the right odors.*

*Givaudan*

DELAWANNA, INC., 80 Fifth Avenue, New York, N.Y.

**A**NOTHER Givaudan contribution to industry's aromatic requirements is the development of CAMFOSAS, a true odor substitute for natural oil camphor sassafrassy.

Now, with the natural product almost impossible to obtain and the price soaring, is your opportunity to discover the merits

*Announcing*  
**CAMFOSAS**  
True Odor Substitute for Oil Camphor Sassafrassy

of CAMFOSAS, Givaudan's high quality odor substitute.

CAMFOSAS not only closely resembles the odor of the natural product but is remarkably low—and steady—in price. Our staff will be glad to show you how it can be used in your products with profitable and pleasing results.

*Write for a sample and further information.*

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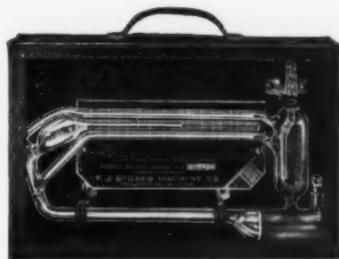
# NEW PRODUCTS AND PROCESSES

## Florentirone

Florentirone, claimed to be the first commercial pure irone, has recently been introduced by the Antoine Chiris Co. It is said to be derived from iris absolute and is said to possess a powerful violet odor.

## New High Vacuum Gauge

A new McLeod type gauge has just been placed on the market by the F. J. Stokes Machine Co. In this new instrument, it is pointed out, the McLeod principle has been utilized in a portable gauge that can be safely



Portable High Vacuum Gauge

carried about without danger of breakage or spilling the mercury, no matter in what position the gauge may be held or how rapidly that position may be changed.

With this new Stokes gauge a single reading is taken in from 2 to 5 seconds and continuous readings are made in rapid succession (not more than 10 seconds each) simply by turning the gauge from a horizontal (evacuated) position to a vertical (reading) position. Readings are made, in microns, from the center capillary. The mercury always comes up, immediately and automatically, to the proper level in the right capillary tube, irrespective of the reading, it is stated; and readings are thus made fast enough to obtain the almost continuous record of vacuum that is advantageous in many processing and vacuum operations.

The gauge is rugged and compact, weighs only  $4\frac{1}{2}$  lb. with mercury, measures 7" x 11" x 2", and tubing is of extra-heavy Pyrex glass, annealed to remove internal strains.

The gauge covers the entire range of pressures met with in high vacuum practice, from 0 to 5000 microns (5 mm.), and is provided with a

swivel bracket for mounting in permanent position. Stops are provided and swivel is so balanced that gauge returns to the horizontal or evacuated position when released.

## Room Air Conditioner

A small air conditioner that is claimed to filter, humidify and circulate 300 cu. ft. of air per minute is offered by the Home Comfort Co. It includes an electric fan and a small pump and it is reported to add over a quart of water per hour to the air of a room while filtering out dust and smoke. Complete details may be had on request.

## Bantam Pulverizer

A small, inexpensive portable production and laboratory pulverizer called the Bantam has been put on the market by the Pulverizing Machinery Co. to permit processing of small batches of cosmetic mixtures such as face powder and rouge, which often in the past have been unprofitable to handle.

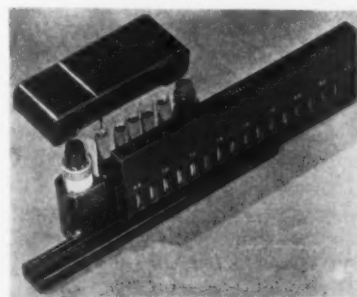
The micro-pulverizer, it is pointed out, has revolutionized the manufacture of face powder and compact

then putting them through the machine. A finished product is produced in one simple operation.

A folder describing the new Bantam pulverizer may be had on request.

## Determination of Alkalinity

The colorimetric determination of alkalinity of liquids is simplified in the new line of slide comparators of-



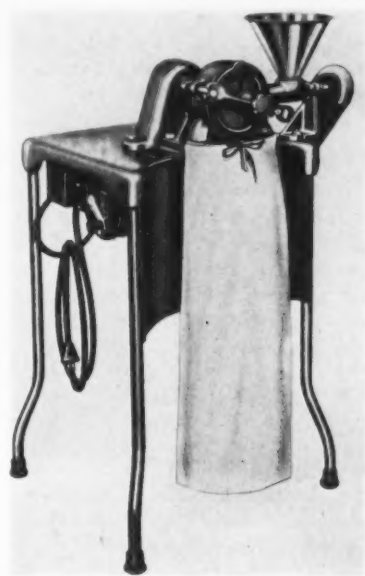
New Slide Comparator

fered by the W. A. Taylor Co. Comparisons of pH from 6.8 to 8.4 are given in the model illustrated. It is molded in four parts of Durez and is unaffected by acids or alkalies and is light in weight and sturdy.

## Label Service

How to Meet the Labeling and Packaging Requirements of the Federal Food, Drug and Cosmetic Act is the subject of a convenient thumb-indexed portfolio offered by the Legal Research Division of the Hamer Publishing Co. It is arranged in three sections. The first gives a clear-cut story of the labeling requirements; the second a digest of the law and rulings to date, simplified with pertinent explanatory marginal references. The sections on labeling are illustrated with sketches. Then there are check lists to be taken into consideration when planning new labels.

In addition to the labeling requirements, other parts of the law are also given. Current bulletins supplement the portfolio with latest rulings, changes, etc., and these are punched for insertion in the third section of the portfolio. The portfolio and current bulletin service to January 1 is sold at a moderate cost. The portfolio will be sent for five days' free examination to anyone who requests it.



New Production and Laboratory Pulverizer

rouges by eliminating all sifting and bolting. The method employed with the micro consists merely of roughly premixing all of the ingredients and

### New Powder Box

A powder box designed to banish the annoyances of spilled powder has been created by Zana Mott, student



Non-Spill Powder Box

of Cooper Union Art School. The box consists of one circular shell which houses the powder and a second half shell which supports the cover and a base. The two are joined by a vertical hinge so that a simple sliding motion to the right slips the box out from its cover. The two shells remain attached while the box is opened.

The new box is said to do away with the need for elaborate precautions in order to avoid the trail of powder rising on the opening of ordinary containers.

### Melanigene for Sun Tan

Full information about the use of Melanigene, together with working samples, are available to manufacturers of cosmetics on application to the Orbis Products Corp., 215 Pearl St., New York, N. Y., American agents for Th. Muhlethaler, Nyon, Switzerland, makers of this interesting and useful product for sun tan preparations.

### New Detergent

Commercial sodium metasilicate in powder form is offered by Cowles Detergent Co. under the name of Drymet. It is said to be soluble in all concentrations and may be mixed with most materials used in alkaline cleansing compounds.

### Waterproof Wrapping

A new transparent wrapping material, which brings to packaging for the first time rubber's natural proofness against moisture and which is claimed to be odorless and tasteless, is announced by the Goodyear Tire & Rubber Co. The new material is called Pliofilm and is supplied in sheets like paper in clear, colored and opaque types.

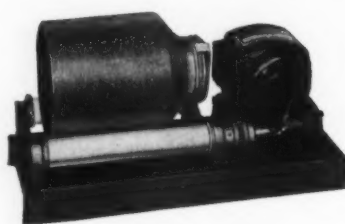
It is especially useful, the makers state, for wrapping any type of package containing moist products which it keeps from drying out. It also

prevents deliquescent products from absorbing moisture. Moreover, it is added, it does not crack with temperature changes. Further details about the new wrapping material are available on request.

### Use of Roller Type Jar Mills

Roller type jar mills for grinding and pulverizing chemicals, colors, etc., afford maximum convenience at lower cost, according to the United States Stoneware Co.

The revolving rollers, according to the manufacturer's description, are of rubber-covered steel, and are mounted in brass bushed bearings.



One jar mill complete

The same revolving rollers are also useful upon which to set bottles, containers, etc., where a rapid, effective mixing action is desired.

Standard sizes accommodate one, two, three or four Loxeal jars of the 1, 1½ or 2 gal. sizes. They are ruggedly constructed for long, heavy duty service. Further details about these compact, all-purpose roller type jar mills will be sent on request.

### Up-ENDER

Heavy boxes may readily be turned on end automatically on roller conveyors by means of an Up-ender offered by the Logan Co. Considerable space is saved on the conveyor leading to the shipping department by means of the device, it is pointed out. Further information may be had for the asking.

### New Odor Adsorber

A new odor adsorber for removing all types of odors such as oil vapors, fermentation vapors and other objectionable gases from compressed air lines has been announced by W. B. Connor Engineering Corp., Dorex Air Conditioning Division.

Known as the Dorex Pipe Line Adsorber, the unit is an auxiliary airstream "filter" of activated coconut

shell carbon. It is reported to remove odors and vapors which cannot be stopped by the usual condensers, separators or aftercoolers. Full information is available on request.

### New Absolute

A new absolute extracted from the seeds of a plant in Madagascar not yet botanically identified is offered by Payan & Bertrand under the name of Tombacco. It resembles the odor of angelica seed oil, but is softer.

### Label Paste

Tests have been made, according to Paisley Products, Inc., which demonstrate that its Grip Tite label paste works equally well on metal, glass or plastics. Further information about it may be had on request.

### Cosmetic Bibs

Cosmetic and make-up bibs in a wide range of colors and designs are offered by the Blossom Manufacturing Co. The bibs, according to the maker, are made of waterproof, dust-proof, greaseproof oiled silk and their appearance and durability make them especially useful. Full information is available on request.

### Lipstick Kit

As a service to manufacturers, the Kelton Cosmetic Co., 43 W. 27th Street, New York, N. Y., has pre-



Lipstick Kit

pared an attractive and convenient testing kit containing four popular lipsticks of different textures and shades. The kit is offered to facilitate manufacturers in selecting lipsticks best suited to their needs.

### Granulated Soap Dispenser

The Pax soap economizer for dispensing granulated soap is operated by tripping the lever with one hand. It is offered by the G. H. Packwood Mfg. Co. and is molded with plastics.

## ROWELL PAPER BOXES

*You can't go wrong with a handsome, sturdy Rowell paper box for your powder, perfume, or toilet preparations. Let us demonstrate our expert craftsmanship and strict attention to detail. Send us your specifications. We'll be glad to submit samples.*



## E. N. ROWELL CO., INC. BATAVIA, NEW YORK

New York Office: SEWELL H. CORKRAN, 30 East 42nd Street

Chicago Office: HAROLD G. MacKAY, 444 West Grand Avenue

Boston Office: H. P. TUCKER, 52 Chauncey Street

Hollywood, Cal., Office: L. ARMSTRONG

St. Louis Office: THE DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St. Phone: Central 3544

Detroit Office: H. E. BROWN, 2842 West Grand Boulevard, 319 Curtis Building

Phone: MUrray Hill 2-3447

Phone: SUperior 1676

Phone: HANcock 0398

6331 Hollywood Blvd.

Phone: TRinity 2-0191

## CATALOGS AND DEVELOPMENTS

**The New York** office of the Scovill Manufacturing Co. has been moved to the Chrysler Bldg., 42nd St. and Lexington Ave. The new telephone number is MUrray Hill 4-3740. L. R. Root is in charge.

**Hercules Powder Co.** has moved its New York office to 500 Fifth Ave. W. M. Annette is in charge of the office. G. C. O'Brien will continue as manager of naval stores sales.

**Gaylord Container Corp.** has opened a new corrugated box factory in Greenville, S. C. A new folding carton plant is now under construction in St. Louis.

**The New Wholesale** List of the essential oils, drugs, balsams, etc., carried by James B. Horner, Inc., New York, N. Y., as of April, 1939, includes a new line of sanitary products such as metal polish, tile and enamel cleanser, disinfectant and floor wax.

**The Perfume Specialties**, essence, and extracts offered by Guy M. Verley, Chicago, Ill., are listed in an 8½ x 11 in. four-page pamphlet.

**The Latest 1939** "World of Tomorrow" catalog of Magnus, Mabey & Reynard, Inc., New York, N. Y., bearing the emblem and colors of the New York World's Fair, contains an interesting item about the properties and use of soluble extract coffee mohawk.

**Iodine Stabilization** by the process developed by the Wisconsin Alumni Research Convention and patented under No. 2,144,150 is discussed in the Merck & Co. price list for April.

**How to Prepare a Universal Buffer** for the pH region 2.0 to 12.0 has been reprinted as a convenient laboratory leaflet by U. S. Industrial Chemicals, Inc., 60 E. 42nd St., New York, N. Y. Copies are sent on request.

**A New Labeling Service** to advise manufacturers and agencies on the federal food and drug act, the Wheeler-Lea Act, and the proposed uniform state food and drug laws has been formed by Dr. L. J. Camuti

and A. A. Reitweiser. The organization will be known as Research Consultants, Inc.

**Ro-ball** Stabilized Gyration Screens are described and illustrated in bulletin 375, just issued by the J. H. Day Co. Exclusive features are pointed out and the various models are adequately described in a clear and understandable way. Cabinet flour blenders are also described and illustrated. A copy of bulletin 375 will be mailed on request.

**Zonite** Products Corp. is marketing its Zona Cream in Kimble vials because it was necessary to package



Zona Cream in Kimble Vials

single applications in such a manner that they could be easily and esthetically applied. This was accomplished through the use of the vials in the Zona Cream patented applicator.

**First Machinery Co.** moved all of its warehouses, offices and machine shops into a central plant at Ninth St. and East River Drive, New York, N. Y., May 1. The company was founded and developed by Fred R. Firstenberg.

**An Annotated Handbook** of the Federal Food, Drug and Cosmetic Act has been issued by the Container Corporation of America. It was compiled with skill and the law on almost any mooted point in so far as the statute is concerned is readily located. Until the edition is exhausted copies may be had on request.

**Agfa** Perfumery Products and Their Uses is the title of the Spring catalog issued by the Agfa Aromatic Division of the General Drug Co., 170 Varick St., New York, N. Y. A number of new and interesting chemicals

are listed. Synthetic aromatic chemicals, and perfumery products, perfume bases, soap bouquets and miscellaneous products of use to cosmetic manufacturers are given with adequate descriptive matter. Due to the instability of the market no prices are given. A copy may be had on request.

**Belnap & Thompson, Inc.** sales promotion agency announce the opening of Detroit offices at 2457 Woodward Ave.

**They Say We're Good** is the title of an attractive folder issued by the Lowe Paper Co., Ridgefield, N. Y., reproducing some of the awards incident to the recent packaging competitions. The material of which the folder is made is the same Ridgelo Clay Coated boxboard used in the prize winning packages. In appearance and printing qualities, it is pointed out that this boxboard is exceptionally suitable for practical low cost cartons.

**Emulsifiers** for soapless, neutral and acid emulsions offered by Th. Goldschmidt Corp., 153 Waverly Place, New York, N. Y., are described together with formulas for their use in creams and lotions in a leaflet just issued by the company, which will be sent on request.

**Fluorescent** luminous tubes which are claimed to give from two to five times as much light as ordinary lamp fixtures are described in a leaflet issued by the Visualite Corp.

**Independent** Laboratory Services is the subject of a brochure of the American Council of Commercial Laboratories. The Council is composed of a group of commercial, analytical, testing and research laboratories of recognized professional standing. These laboratories operate independently of all government, corporation and institutional control, it is stated. Copies sent on request.

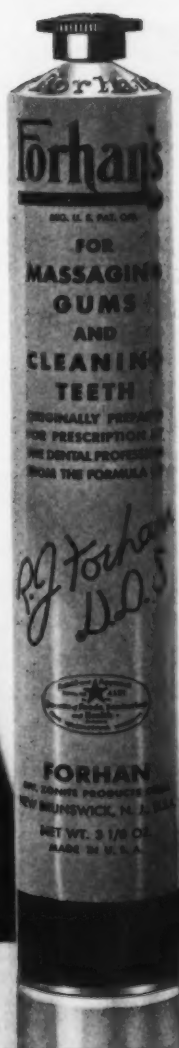
**National Collapsible Tube Co.** announces that its New York office is now at 480 Lexington Ave., in charge of F. C. Allen, Jr., and W. W. Wilison.

**Resinox Corp.** manufacturer of phenolic plastics, has been acquired by Monsanto Chemical Co.

*The American Perfumer*



# TURNER TUBES



SMART

MODERN

DURABLE

UNIFORM

COLORFUL

Manufacturers of  
COLLAPSIBLE  
TUBES since  
1898

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

## HERE AND THERE

► Louis Amic, director of Roure Bertrand Fils and Justin Dupont, Paris, France, who conceived and organized the exhibit of French floral and synthetic perfumery materials at the World's Fair, was booked for passage on the *Paris* which burned at the dock. As a result he took the next boat sailing, the *Ile de France*. While in New York he conferred with officials of the American company, Roure-Dupont, Inc., and gave much attention to the exhibit at the World's Fair. He also found time for a trip to the middle west. Mr. Amic expects to return after the official opening of the French Pavilion at the World's Fair.

► Dr. Edgar G. Thomssen of the J. R. Watkins Co., Winona, Minn., and Mrs. Thomssen returned, April 20, on the



Dr. E. G. Thomssen

*Queen Mary* after spending several months in Europe, chiefly in England. While in Birmingham Dr. Thomssen supervised the equipment and initial operation of the new Watkins plant there. Dr. Thomssen is an authority on soap manufacture and is the author of several books pertaining to soap subjects.

► William W. Bower has joined the sales staff of Magnus, Mabee & Reynard, Inc., New York, N. Y. Mr. Bower has had much experience in traffic management and is well known among exporters and importers of the industry.

► Robert O. Furth has joined Polak's Frutal Works, Long Island City, N. Y., where he will devote his efforts to research and sales in perfumery materials.

► Dr. John Paul Snyder has resigned from the Norwich Chemical Co., Norwich, N. Y., in order to do private research in Washington as a consultant on the Food, Drug & Cosmetic Act.

► Herman L. Brooks, president of the Toilet Goods Assn., is an extremely busy man at present. In addition to his duties as president of Coty, Inc., with the added burden of overseeing the activities of Maison Coty at the New York World's Fair, he is general chairman of the Cosmetic and Drugs Division of the United Jewish Appeal

for Refugees and Overseas Needs. He is also chairman of the cosmetic section of the New York Fund. When he isn't occupied with any of the foregoing, he is likely to be found performing some service for the Advertising Club, the Inwood Country Club or the Terrace Club in which he holds memberships. Aside from that he is affiliated with the Red Cross and the Federation for the Support of Jewish Philanthropic Societies.

► Francois deLaire, administrateur delegue of Fabriques deLaire, Issy, Paris, arrived in New York April 6 on the *Paris*. He is making his headquarters at Dodge & Olcott Co., New York, N. Y., representatives of Fabriques deLaire in the United States and Canada. Mr. deLaire's visit at this time is, among other things, connected with his part in the exhibit of the perfume raw materials group who are very active and who will have an important place in the French section of the World's Fair. The activities of the research laboratories of the Fabriques deLaire and their technical and scientific possibilities allow them to always have something new and interesting to the perfume and cosmetic industries and Mr. deLaire will be more than pleased to show their new developments to his many friends in this country.

► Percy M. Brown, package designer and son of Percy Brown of the Brass Goods Mfg. Co., charmed an audience



P. M. Brown

of over 3000 music lovers at the third private concert of the Apollo Club in the Brooklyn Academy of Music, April 25, by singing the tenor solo of Genée's *Italian Salad*. This difficult number was interpreted with marked skill and feeling by Mr. Brown who was forced to take four bows in response to the continuous applause.

► George V. Branigan, technical director of Ungerer & Co., and Mrs. Branigan sailed on the steamer *Washington* April 19 for a month's stay abroad. Mr. Branigan will deliver a series of lectures in England and Germany. Among the subjects he will discuss are "American Essential Oils"; "Female Hormone Extraction and Purification"; and "Major Errors in Evaluating Essential Oils and Aromatics by the Nose."

► Dr. E. Fullerton Cook, professor of operative pharmacy at the Philadelphia College of Pharmacy and Science, and chairman of the U.S.P.XI Revision Committee, sailed April 21, with Mrs. Cook, for Europe to attend a meeting in Geneva, Switzerland, May 10 to 16, of the Technical Commission of Pharmacopoeial Experts of the League of Nations Health Organization.

► Col. Marston Taylor Bogert whose research services for the perfumery industry have extended over many years will



Col. M. T. Bogert

retire as Professor of Organic Chemistry at Columbia University, June 30, to become professor emeritus in residence. Col. Bogert is one of the leading synthetic organic chemists and has been significantly honored in many ways. He was awarded the Priestly Medal for the year of 1939 and, in addition, he was elected president of the International Union of Chemistry. He is an honorary fellow of the Royal Society of Edinburgh, Scotland, and an honorary foreign member of the Royal Society of Sciences and Letters of Bohemia, of the Chemical Society of Poland and of the Societe de Chimie Industrielle of France. During the war he was chief of the Chemical Service Section of the Army with the rank of colonel. He has been at Columbia University since 1894, and was appointed professor of organic chemistry in 1904.

► Frederick C. Theile, president of P. R. Dreyer Inc., New York, N. Y., who made a two months' business trip throughout the United States, returned the latter part of April.

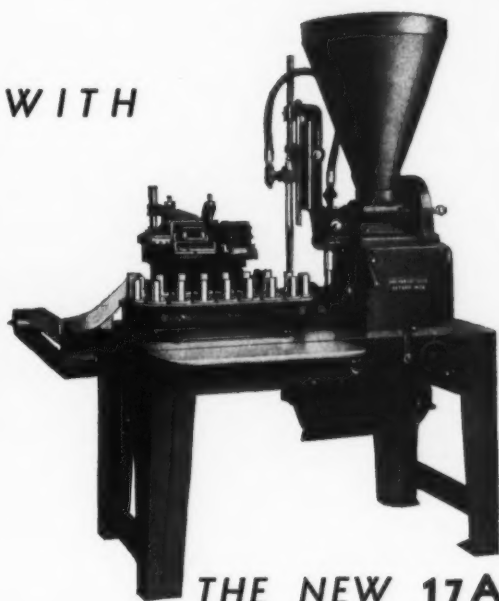
► J. Faverjon, general manager of Payan-Bertrand, Grasse, France, arrived on the *Ile de France* May 10 for a conference with his American agent, Gerard J. Danco, Inc.

► R. F. Revson of R. F. Revson Co., New York, N. Y., accompanied by Mrs. Revson, enjoyed a two weeks' vacation in the South last month.

► Charles P. McCormick, president of McCormick & Co., Inc., Baltimore, Md., was elected on May 2, to the board of directors of the U. S. Chamber of Commerce. He will represent the third election district, comprising the states of Maryland, Virginia, West Virginia, North and South Carolina and the District of Columbia. Mr. McCormick was elected to the presidency of the Mc-

## GREATER SPEED EASIER OPERATION

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THE NEW 17A

## IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE

The famous COLTON CLOSURE meets today's demands for speed production with the following new improvements:

- (1) Motor underneath, out of the way.
- (2) REEVES drive for speed control.
- (3) New design filling head for smoother operation.
- (4) Start and stop push button switch.
- (5) Two handy levers. One for starting machine proper. One for stopping and starting filling machine.

Moreover, all these advantages are yours at no increase in price! In three types: TYPE "A" for PASTE... TYPE "B" for POWDERS... TYPE "C" for LIQUIDS.

Write *today* for sample tube and full details on the simpler, faster COLTON.

**ARTHUR COLTON Co.**  
2606 JEFFERSON AVE. EAST  
DETROIT, MICHIGAN

May, 1939



PERFUME  
MATERIALS



### Oil Bouquet Linger

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

Perfume odors to suit the mood, whim, or fashion of any feminine type for any occasion.

- No. 1—Exotic
- No. 2—Sensuous . . . alluring
- No. 3—Refreshing . . . flowery . . . slightly spicy
- No. 4—Sweet . . . dainty . . . subdued . . . still very lasting
- No. 5—Very distinctive . . . beautiful
- No. 6—Marvelous . . . full of life . . . very warm . . . for the outdoor girl
- No. 7—Like a garden of flowers in the South on a beautiful moonlit night . . . lingering
- No. 8—Enticing and lasting
- No. 9—Heavenly
- No. 10—Spicy and intriguing

These oils can be prepared for use in any toilet preparation.

If you have any perfume or color problem, write us.

**COMPAGNIE DUVAL**

121-123 East 24th St., New York



Cormick enterprises, in 1932. His administration of the company's affairs has been distinguished by forward-looking management and personnel policies. One interesting and successful innovation in this field he has called "Multiple Management." His book "Multiple Management," is now in its fourth printing and is recognized as one of the important works on business administration both here and abroad.

► Carl Berlin, executive general manager of Parfums Ciro since 1925, who is largely responsible for the



Carl Berlin

growth of the company throughout the world, has been made a Chevalier of the Legion of Honor. Mr. Berlin is a well known figure in Paris, France, and has been commander of the American Legion Post there as well as president of the American Club. He is an extensive traveler and has personally made most of the original contacts for the company. In fact he is now traveling in South America.

► John R. Boyd of the New York office of Swindell Brothers, Inc., is to be married June 10 to Miss Dorothy E. Vogelsang, daughter of Mr. and Mrs. August Vogelsang of Brooklyn. Mr. Boyd, who is also a Brooklynite, has been associated with the company for nine years.

► C. E. Jamieson, president of C. E. Jamieson & Co., Detroit, which has not had a red month since April, 1932, built his business by doing things others overlook, according to an interesting article about him in *American Business* for April. Mr. Jamieson has degrees in pharmacy and in chemistry and has held responsible positions in both capacities. His primary interest, however, is in salesmanship, a talent with which he is gifted.

► Francois Goby, director of Tombarel Freres, Grasse, France, who was booked for passage on the ill-fated *Paris*, arrived on the *Champlain* late in April for his annual visit to the United States to cooperate with the American company, Tombarel Products Corp., which is under the direction of Louis Zollinger. Mr. Goby was highly gratified with the progress made by the American company which is now in its fourth year. Leon Goby spent some time at the New York office earlier in the year.

Mr. Goby reported that the offices in Grasse were modernized and that im-

provements in the factory were speeded up during the time of the recent crisis to emphasize the fact that business must be carried on to serve the needs of the people. He was proud to have had a prominent part in the exhibition of French natural and synthetic perfumers' materials in the French Pavilion at the World's Fair and devoted much of his time to it as he regards it as an expression of gratitude to American customers for the many years of friendship that have been accorded to their friends in Grasse and in France.

► Michael Lemmermeyer, president of Aromatic Products, Inc., has been traveling through the south and middle west calling upon the trade in that area. Mr. Lemmermeyer, who is a member of the entertainment committee for the coming Toilet Goods Association convention, is planning to be back in time for the annual event.

► Cecil Walter Rice, assistant to R. Righton Webb, treasurer of W. J. Bush & Co., Inc., New York, N. Y., was married to Miss Marjorie Aubrene Sanford, daughter of Mr. and Mrs. Aubrey R. Sanford, in Scarsdale, N. Y., April 29. After the ceremony Mr. and Mrs. Rice left on a honeymoon.

► Louis Spencer Levy has left Phoenix, Ariz., where he has been spending the winter and is now in Hollywood, Cal.

► Herbert Scott, maker of LiLi perfumes in Bermuda, won first prize for his impersonation of Mr. "Umbrella Chamberlain" at a recent party held at



Mr. and Mrs. Herbert Scott

the Coral Island Club in Bermuda. Mrs. Scott, who is in charge of the gardens which provide flowers for the perfumes, was dressed as a gypsy fortune-teller. A bottle of LiLi's "Eve" was auctioned off at the party.

► C. Lloyd Fischbeck, son of Charles Fischbeck of P. R. Dreyer Inc., New York, N. Y., is specializing in the sales department contacting trade in the metropolitan area. Lloyd Fischbeck who was recently presented with a gold

watch by his father on the occasion of his twenty-first birthday has had three years of service in the essential oil business. After completing his work at the office he studies at New York University where he is taking courses in economics and psychology.

► John H. Michener has been elected secretary and treasurer of Allied Products, Inc., and its subsidiaries including American Perfumers' Laboratories, Inc., New York, N. Y. Mr. Michener's wide experience in the financial world, where he has spent practically all of his business life, fits him admirably for this important position. For fourteen years he was associated with Hemphill, Noyes & Co., members of the New York Stock Exchange; he was secretary and treasurer of Merritt Chapman and Scott Corp., New York, N. Y., and is a director of the May Hosiery Mills, Inc. In 1916 he was graduated from Cornell University.

► Walter S. Nuckols of the New York office of Swindell Brothers, Inc., is receiving the congratulations of friends on the arrival in Summit, N. J., April 2 of Samuel Clairborne Nuckols 3rd.

► Eugene Muller of J. Mero & Boyveau, Grasse, France, is another interesting visitor from Europe who is making his headquarters at Dodge & Olcott Co., New York. Mr. Muller will visit his friends and customers in the United States and Canada and expects to return to France some time in May. Dodge & Olcott Co. are the selling agents in the United States for J. Mero & Boyveau and carry ample stocks in New York of their natural floral products and perfume raw materials.

► George T. Power, district manager of the New York office of the Scovill Mfg. Co., has retired after 55 years of continuous service with the company, with 15 years as New York manager.

► Dr. Wilmer Krusen, former director of public health of Philadelphia, has been reelected president of the Philadelphia College of Pharmacy and Science for the thirteenth time.

► Henry Lubin, sales manager of the Jean Vivadou Co., is back from a business trip throughout the country.

► Dr. Herman Goodman, director of Dermato-Cosmetology of the Brooklyn College of Pharmacy, Long Island University, recently addressed the Northern New Jersey Branch of the American Pharmaceutical Assn. on the subject, "Newer Responsibility of the Pharmacist and Retailer in Cosmetics." The meeting was held in the College of Pharmacy building, Newark, N. J.



# HYDRICOL

This product is one of the most satisfactory emulsifiers on the market.

It is extremely simple to handle and will give a cream with a pH number below 7.

If this product is of any interest to you we will be glad to submit an adequate sample and formula for its use.

**ARTHUR A. STILWELL & Co., Inc.**

Importers • Exporters • Manufacturers

601 W. 26th St.  
350 N. Clark St.,

NEW YORK  
CHICAGO



"An Unimpaired Record  
Since 1878"

May, 1939

## DO YOUR BATH CRYSTALS HARDEN OR SOFTEN WATER



**Snowflake Softens the Water!**

Solvay Snowflake Crystals has a definite cleansing and water softening action. Snowflake is a beautiful, pure sesqui-sodium carbonate crystalline product—a true cleanser of proven value.

But more than that! Snowflake readily takes to perfumes and colors . . . makes up nicely in jars and other transparent packaging . . . and can be sold at a price that will bring real repeat business!

Don't waste the opportunity that Snowflake gives you for bath crystal repeat business. The customer can tell the difference in the water when she uses Snowflake . . . feel its new softness and see the increase in sudsing from ordinary soaps. Fill in the coupon now for your copy of the Solvay Products Book for information on Snowflake Crystals.

**SOLVAY SALES CORPORATION**

*Alkalies and Chemical Products Manufactured by The Solvay Process Company*

40 RECTOR STREET NEW YORK, N. Y.



USE SOLVAY SNOWFLAKE  
CRYSTALS AS A BASE  
FOR THE BUBBLE BATH!

**SOLVAY**  
*Snowflake Crystals*

SOLVAY SALES CORPORATION, 40 Rector Street, New York, N. Y.

Please send me a copy of the Solvay Products Book.

Name \_\_\_\_\_

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ AA-539

# NEWS and EVENTS

## Chances Brighter for Postponing Label and Color Provisions

The chances of postponing the effective date of the color and labeling provisions of the Food, Drug and Cosmetic Act to January 1, 1940, seems promising. The House and Senate have both passed the Lea amendment; and the bill is in the hands of the conference committee. If recommended, it will again be submitted to the House or Senate before being sent to the President for signature.

## Why Canada Imposed a License Fee in Cosmetic Control Act

A bill passed in Canada, March 2, known as the Food and Drugs Act, for the first time regulates the manufacture or sale of cosmetics.

An important provision is contained in paragraph 5j which reads as follows . . . "providing for the licensing of manufacturers of cosmetics, whether such manufacturers carry on business as such within or without Canada, specifying such terms and conditions as may be deemed advisable in the public interest and prescribing a tariff of fees to be paid for any such license."

Comment opposite the paragraph in the bill reads: "It is considered that an equitable control can be developed best by licensing the sale and manufacture of cosmetics; exact knowledge of a wide market can thus be insured without placing an impossible burden upon an inspectorial staff limited as to numbers. It is intended that the fee for license to manufacture a cosmetic shall be moderate or nominal. Making the license actually effective is the primary object rather than the collection of revenue."

The law is not yet in force but it is likely to go into force in the near future, throughout the Dominion.

## Revised Labels for Products Made With Specially Denatured Alcohol

The Treasury Department has issued Circular 456 as follows to district supervisors:

It is understood that the manufacturers of drug and cosmetic preparations using specially denatured alcohol will be required to revise the labels on many of their preparations in order to comply with the requirements of the new Federal Food, Drug, and Cosmetic

Act, effective June 28, 1939. The question has been raised as to whether the permittees should file with this office copies of any revised labels used on preparations approved for manufacture with specially denatured alcohol.

It is believed that this procedure will not be necessary except in the case of labels used on rubbing alcohol compounds and liniments, if any changes are made. Where permittees change the names or titles of any approved preparations, it will be sufficient if a duplicate list is furnished your office giving the names under which the preparations are approved, the revised names, and the laboratory numbers, if any, of the approved samples. One copy should be retained in your files and the other copy forwarded to the laboratory of this unit for record purposes.

## To Certify Colors As Soon As Samples Are Submitted

New F.D.A. regulations listing more than 100 coal tar colors and providing for certification of batches of these colors have been promulgated and became effective May 9. They include food colors which have been certified for 30 years. The requirements involve coal tar colors and mixtures of colors with harmless diluents. Chemists have been added to the color laboratory. They will begin certification as soon as samples are submitted by manufacturers.

## Drastic Cosmetic Control Bill Introduced in Calif. Legislature

A drastic cosmetic control bill has been favorably reported in the California assembly. A1796 gives the state board of health power to promulgate standards of purity, strength and quality of cosmetics. It also provides that the state board of health shall be sole judge of false or misleading advertising.

## Resale Price Maintenance To Be Studied by F.T.C.

An investigation of resale price maintenance as practiced under the various State "Fair Trade" laws is now being conducted and will be continued in the next fiscal year by the Federal Trade Commission.

It is planned that the investigation

shall embrace (1) a study of the prices charged by manufacturers and retail dealers for commodities under price contracts as compared with such prices for similar competing commodities not under price contract, (2) a study of the quality received by the consumer in his purchase both of commodities under price contract and of similar competing commodities not under price contract, and (3) methods employed in obtaining the support of industry and the retail and wholesale trades for resale price maintenance and in the practical establishment thereof.

## F.D.A. Issues Regulations On Cosmetic Imports

Regulations containing instructions for consular declarations, the posting of bonds, sample shipments, and various other phases of importation, revised to conform with the new federal food, drug and cosmetic act, have been issued by the Secretary of Agriculture and Secretary of Treasury to take effect June 25, 1939.

The parts which deal with the enforcement of sections 502j, 505 or 601a became effective April 11 when the regulations were published.

## Manufacturer or Packer Must Guarantee Net Contents in Vermont

Net contents must be conspicuously marked on the package and the name and address of the party appearing on the package must guarantee the correctness according to provisions of a new Vermont law.

## Adulterated Cosmetic a Public Nuisance in Michigan Bill

The food, drug and cosmetic bill, S 319 in Michigan follows the model food, drug and cosmetic act. It provides, however, that any drug, device or cosmetic that is adulterated or so misbranded as to be dangerous or fraudulent is declared a public nuisance.

## Wisconsin Bill Permits Use Of Certified Artificial Coloring

The use of certified artificial coloring in orange beverages will be permitted providing it is stated on the bottle or cap according to S 346 introduced in the Wisconsin legislature.

## **VELIZAR BAGAROFF • OTTO of ROSE**

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.  
This quality product is especially worthy of your consideration.

Sole Agents for the United States: W. J. BUSH & CO., Inc., New York

Sole Agents for Canada: W. J. BUSH & CO. (Canada) Ltd., Montreal, Canada

### **OIL LAVENDER ALTITUDE**

It costs more than inferior oils; — it's real Lavender.

Selected from the finest producing regions, representing the highest  
standard in quality, odor, uniformity.

*"Ye Oldest Essence Distillers"*

## **W. J. BUSH & CO.**

INCORPORATED

NEW YORK, N. Y.

L O N D O N

M I T C H A M

M E S S I N A

G R A S S E

## **IT IS IMPORTANT THAT YOUR OWN BRAND OF COSMETICS**

possesses Quality and package appeal

**our 33 Years of Manufacturing Experience assures  
you of the utmost in both of these respects**

Particular attention paid to making products and  
labels conform to requirements of the New Cosmetic Act

**ALL TYPES OF CREAMS, LOTIONS, POWDERS,  
AND OTHER COSMETICS. PRICE LIST BY REQUEST**

## **THE K L I N K E R MFG. COMPANY**

9200-9210 BUCKEYE ROAD • CLEVELAND, OHIO

### Canadian and American Box Makers to Meet

The Canadian Paper Box Manufacturers Assn. will hold its annual convention jointly with that of the National Paper Box Manufacturers Assn. in New York, at the Hotel Astor, June 11 to 14.

### Model Cosmetic Bill Now Law in North Carolina

The model uniform food and drugs bill introduced March 6 in the North Carolina legislature was passed and is now law.

### Grocers Report Growing Sales of Cosmetics

The Independent Grocers' Alliance Distributing Co. reports that its line of cosmetics and home remedies is getting a steadily increased volume. There are 18 items in the line.

### Compagnie Parento Appoints W. N. Stevenson in Philadelphia

Compagnie Parento, Inc., Croton-on-Hudson, N. Y., announces the appointment of the firm of W. N. Stevenson, 112 North Front St., Philadelphia, Pa., as its representative in Pennsylvania and western New Jersey. W. N. Stevenson, who is well-known in the cosmetic and drug industries, has had considerable experience in the field of perfume and essential oils. He is head of the firm founded by his father in Philadelphia in 1880. Mr. Stevenson's many friends wish him much success in the representation of Parento's line of perfume oil compounds, specialties and essential oils.



W. N. Stevenson

### Use of "Airspun" Trade Mark For Graphite Upheld

In spite of objections raised by Coty, Inc., New York, N. Y., the Commissioner of Patents, Washington, D. C., granted the Joseph Dixon Crucible Co. registration of the trademark "Airspun" for use on graphite on the ground that face powder, called "Airspun" by Coty, Inc., and graphite are remotely different and used by entirely different classes of people.

Coty, Inc. maintained that the reputation of their "Airspun" powder might be damaged by the use of this



Daggett & Ramsdell's salon at the Golden Gate International Exposition is attracting many interested visitors. Here a staff of seven experts is kept busy giving lectures; subjects are taken from the audience and make-up is applied as the lecture proceeds. After the lectures, members of the audience are invited to have a diagnosis of their own color types.

trade name in advertising graphite since graphite has become associated in the public mind with "lead" pencils and that some people might choose to think that "Airspun" powder contained lead, a harmful ingredient in powder, which it does not.

### Pharmacopoeia Revision Convention Opens in Washington

The convention for the revision of the U. S. Pharmacopoeia has been called to meet in Washington, D. C., May 14, 1940.

### Privilege Tax for Doing Business in N. C. Planned

A 3% sales tax on goods bought from retailers outside the state for use in the state is planned in H13 and S12 in North Carolina. A privilege tax for doing business in the state is also included.

### Demonstrators Violate Law Says F.T.C. in Primrose House Charge

Primrose House, Inc., has been served by the Federal Trade Commission with an amended and supplemental complaint alleging violation of both the Robinson-Patman and Federal Trade Commission Acts.

It is alleged that in the sale of its products to retail dealers, the company furnishes to some but not all of its purchasers the services and facilities of special demonstrators installed in the purchasers' places of business to display, demonstrate and sell cosmetics.

The amended complaint points out that personnel furnished to merchants are able to stress the merits of the re-

spondent's products as against competing preparations and that they depend solely for continuance in employment upon adequate sales of the company's products. It is alleged that buyers relying on the expert advice of the demonstrators are unaware that they are employed by the cosmetic company.

In furnishing the demonstrators the respondent is alleged to violate Section 2 (e) of the Robinson-Patman Act which prohibits the furnishing of services or facilities connected with the sale of a commodity purchased, upon terms not granted to all purchasers on proportionally equal terms.

### Combination Deals and Jobber Discounts Opposed

Strong opposition to combination deals and wholesaler discounts for retailers was expressed at a mass meeting of the New York Pharmaceutical Council, Inc., April 24. The meeting pledged support for the program of aggressive backing of the fair trade laws.

### McKesson & Robbins Sales Show No Great Drop

In spite of the sensational Coster-Musica exposures, the sales volume of McKesson & Robbins, Inc., for December, 1938, dropped only 3.99 per cent as compared with sales for the same month in 1937, according to Wm. J. Wardell, trustee. The sales totaled \$14,712,000, eliminating sales of the crude drug department and Canadian subsidiaries. Sales for the year totaled \$147,321,000, a decrease of 5.51 per cent from the 1937 figure.



# M • W • PARSONS IMPORTS

AND  
PLYMOUTH ORGANIC LABORATORIES • INC.

TELEPHONE BEEKMAN 3-3156-3162  
CABLE ADDRESS PARSONOILS, NEW YORK

59 BEEKMAN ST.  
NEW YORK • N • Y • U • S • A •

## PLYMOUTH SUN SCREEN CONCENTRATES FOR OILS, CREAMS AND LOTIONS (ALCOHOL AND WATER SOLUBLE)

We are offering three concentrates, one for oils and creams, one for alcohol lotions and the third for water-soluble lotions. Each is effective. Finished products containing the required percentage have been subject to a spectrophotometric test by independent authorities and a chart showing the results, as well as formulae, will be furnished to responsible houses.

Prices and percentages to be used are:

For oils and creams	. . . 20%	. . . 65c lb.
For alcohol lotions	. . . 20%	. . . \$1.00 lb.
For water-soluble lotions	. . . 6 1/2%	. . . \$1.00 lb.

Trial lots will be supplied at these prices.

A complete line of Cosmetic Raw Materials

**TRY THESE  
NORTHWESTERN ESTERS  
IN YOUR PRODUCT**

**AMYL BUTYRATE  
ETHYL BUTYRATE  
ETHYL BENZOATE  
METHYL BENZOATE**

YOU WILL BE PLEASED WITH THE RESULTS

**The NORTHWESTERN CHEMICAL Co.**  
INCORPORATED 1882 WAUWATOSA, WISCONSIN  
THE LARGEST MAKER OF BUTYRIC ETHER IN THE WORLD

### **Richard Hudnut Stipulates With F.T.C.**

Richard Hudnut, New York, N. Y., has entered into a stipulation with the Federal Trade Commission to discontinue advertising that any of its products will of itself affect the shape of the facial contour or will prevent or eliminate wrinkles and signs of age, regardless of cause; or that any of its products are skin foods or that use of any of these preparations will "banish" fatigue.

The respondent also agreed to cease representing that application of the principles involved in its recommended Beauty Angle Treatment will restore vitality to the skin, eliminate sallowness, bumps or blotches, or constitutes the natural way to achieve any given results, or is the only treatment by which the circulation is stimulated naturally.

The company stipulated that it will cease using, unless properly qualified accordingly, the trade names DuBarry Tissue Cream, DuBarry Contour Cream, DuBarry Moulding Oil, and DuBarry Special Preparation for Blackheads.

### **Cannot Claim Natural Color Will Be Restored to Hair**

The Federal Trade Commission has ordered J. Palazzolo, New York, N. Y., to cease representing that a preparation advertised as "Otello Water" and "L'Acqua Otello" is other than a dye; that its use will restore natural color and vitality to hair, cure dandruff, cause new growth of hair, or prevent falling of hair.

### **Rothschild Distributor Methods Stopped by F.T.C.**

Misrepresentations in the sale of cosmetics is prohibited in an order issued by the Federal Trade Commission against Harold L. Rothschild, trading as Coronado Manufacturing Co., St. Paul, Minn.

Rothschild, it was found, sells his products through distributors employed by means of advertisements placed in classified columns of newspapers in different cities by supervisors who receive commissions for the amount of business placed with the distributors. The distributors place display cases of Rothschild's products in drug stores and other establishments. Proprietors of these stores receive a commission on sales.

Under the order, the respondent is directed to cease misrepresenting possible earnings by prospective agents or actual earnings by his distributors during specific periods. He is also ordered to discontinue representing that he will furnish distributors additional goods on credit on a profit-sharing basis; that exclusive sales terri-

tory is assigned to agents, and that he has a long-established business or demand for his products, when these are not the facts.

Rothschild also is forbidden from using fictitious testimonial letters to promote sales and from representing that any sum required to be paid by an agent or distributor will be refunded, unless such refund is actually made and any conditions attaching thereto are clearly stated. It was found that applicants for distributor jobs were falsely told that supervisors would assist them in selling merchandise, and that money required to be deposited by such applicants would be refunded if they returned goods they were unable to sell.

### **Unfair Competition of Any Article Prohibited in Washington**

Unfair competition relative to any article in general use or consumption is prohibited in a new Washington unfair competition law.

### **Cannot Claim Preparations Will Assure Natural Functions**

Under a stipulation entered into with the Federal Trade Commission, Dermetics, Inc., Seattle, Wash., will discontinue representing that one of its preparations will awaken vasomotor or sensory nerves, or that such nerves are inactive in most people; that use of the products will make one young or assure natural functions of the nerves, cells, pores or blood stream; that competing cleansing creams cause pores to become clogged or impair the function of the skin; that its powder is moisture proof and prevents caking or streaking, or that use of any products sold will cause the hair to grow thicker, darker, more abundant or assure lustrous, luxuriant hair or hair with a natural sheen.

### **Olive Oil Soap Must Be Made Wholly of Olive Oil**

Allen B. Wrisley Co., and Allen B. Wrisley Distributing Co., also trading under the name of Regal Soap Co., Chicago, Ill., have been ordered by the Federal Trade Commission to cease and desist from misrepresentation of the olive oil content of soaps manufactured and distributed by them. Findings of the commission are that its brands contain only 5 to 15 per cent olive oil or olive oil foots.

The company was ordered to cease and desist from using the word "olive" or any combination of words of similar import to describe or in any way refer to soap, the oil or fatty content of which is not wholly olive oil, except that in the case of soap containing olive oil and other oils as the fatty content, the

word "olive" may be used as descriptive of the olive oil content if there is used in immediate connection or conjunction with it, in letters of at least equal size and conspicuousness, words truthfully describing each constituent oil in the order of its predominance by volume, beginning with the largest single oil constituent.

### **Broaden Bill to Identify Foreign-Made Products**

Adding the provision that imported products must be so labeled as clearly to identify the country of their origin, Representative Flannery of Massachusetts, has substituted HR5985 for HR3582 which he sponsored in Congress earlier in the session. All the advertising provisions of the initial bill are retained.

The new law would apply to any article, the major portion of which, either by volume, weight or value, is of foreign origin. The product itself or its immediate container, in such cases, when placed in interstate commerce "shall clearly show, in a conspicuous place which shall not be covered or obscured, the country or countries of origin."

Like its predecessor, the bill provides that publication advertising shall clearly and conspicuously reveal the country of origin. In the case of radio advertising, this fact shall be stated twice—at the beginning and end of the broadcast.

Where only a part of any product was produced abroad, the facts may be stated in the advertising. The new bill would amend section 5 of the Federal Trade Commission Act, making violations unfair and deceptive.

### **Nation-Wide Survey on Fair Trade Effects Started**

The Druggists' Research Bureau, New York, N. Y., has begun its nation-wide survey to determine the effect of operating under fair trade laws on the consumer and the drug industry.

### **Paris and London on Labels Banned if no Offices There**

Trading as Francaise Parfumerie et Cie, Benjamin J. Rosenthal, Baltimore, has agreed with the F.T.C. to discontinue use of the words "Francaise Parfumerie et Cie" as a trade name under which to sell his preparations, or the words "Francaise" or "French," implying that the preparations he sells are of French origin, when this is not true. He also stipulates that he will cease using in advertising matter the words "Imported Perfumes" as descriptive of perfumes not imported as finished products into the United States; the phrase "repro-

# COLOR

O LET US SOLVE!  
O YOUR PROBLEM!

## L ANILINE COLORS

For Perfumes, Soaps, Shampoos,  
Bath Salts, Toilet Preparation Com-  
pounds. Nail Polish, Waveset and  
Permanent Wave Lotions.

## O COSMETIC COLORS

For Rouges, Face Powder, Lipsticks.

CARMINE No. 40

SAPONINE

—the Perfect Foam Producer

ALSO

CERTIFIED FOOD COLORS



Eastern Representatives: Wm. J. Stange Co., Chicago, Ill.

**LEESEN CHEMICAL CO., Inc.**

Successors to H. LIEBER & CO., Inc.

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This gigantic volume of organic chemistry deals  
with the aliphatic, naphthalene and unsaturated  
hydrocarbons obtained from petroleum.

## THE CHEMISTRY OF PETROLEUM DERIVATIVES

By Carelton Ellis

Vol. II . . . 1464 pages . . . \$20.00 postpaid

This second volume is supplemental to the first volume published in 1934. The new work contains 54 chapters, 6000 references, 350 illustrations, all covering the advances in petroleum technology.

Chapters of special interest to toilet goods industry are those on carbon blacks; properties and uses of isopropyl alcohol and its derivatives; production properties and uses of simple glycols; oxidation of petroleum hydrocarbons, both aromatic and unsaturated aliphatic; production of acids from petroleum hydrocarbons; naphthalene acids; and the name index.

Maison G. de Navarre "recommends this massive text and reference to all who call themselves chemists in the toilet goods industry. Manifold uses will be found for the data and suggestions found inside the covers."

The price is \$20.00 postpaid. (Foreign postage extra)  
. . . Order from

**ROBBINS PUBLICATIONS BOOK  
SERVICE, 9 E. 38th St., New York, N. Y.**



. . . with **Beehive Brand Beeswax**

Sell the most beautiful women and you'll sell all women. For all women copy the most beautiful of their sex. They all want radiant, lovely skin — the kind of skin developed by superior facial creams with the finest base. And there's no finer base than Beehive Brand Beeswax.

## Nature-Bleached by Sun and Air

This Beeswax is 100% pure, uniform in texture and perfectly white. You can tell by its "feel" how smooth and fine it is. Our buyers select it from the best grade of crude beeswax. Our laboratories test it for purity, quality and uniformity. It is then nature-bleached by sun and air.

It will pay you to standardize on Beehive Brand. The quality and uniformity never change. It is free from adulterants and imperfections of any kind. Let us give you the full detailed story about this superior, nature-bleached beeswax.

WRITE DEPT. A-5 TODAY FOR COMPLETE  
INFORMATION



**BEEHIVE BRAND**  
*Beeswax*

**WILL & BAUMER CANDLE CO., INC.**

Established 1855

Buckley Road, Syracuse, New York

SPERMACEIN COMPOSITION WAXES  
RED OIL HYDROSTEAR STEARIC ACID



ductions of fine imported perfumes" as descriptive of perfumes that were not such reproductions, and the words "Paris" or "London," implying that he has places of business in those cities, when such are not the facts.

#### **A. Riéle of Allondon Coming to U. S. This Month**

A. Riéle, director of Usines de l'Allondon, LaPlaine, Geneva, Switzerland, manufacturers of aromatic chemicals and essential oils, and director of Allondon-Bayonne Co., Inc., New York, N. Y., will arrive on the *Normandie* May 29. Mr. Riéle plans an extended visit to the states and the consuming trade. He will make his headquarters at the office of the New York representatives, Allondon-Bayonne Co., Inc., 11 Park Place.

#### **Cannot Claim Preparation Will Stop Falling Hair**

Trading as Cuban Cosmetic Co., Alexander C. Brent, Jr., Chicago, Ill., in the sale of "Four-in-One Cuban Combination Hair Treatment," has agreed with the F.T.C. to desist from the use of representation in advertising matter implying that his product, when locally applied to the scalp, will cause hair to grow or stop or correct falling hair or dandruff, or will stop eczema, tetter, ringworm, or any other fungus infection.

#### **Preparation Cannot Permanently Restore Color of Gray Hair**

Anne Kesler and Joseph Kesler, trading as Dermo-Cosmetic Products Co., New York, have agreed with the F.T.C. to cease representing that use of their product will permanently restore gray hair to its natural color, keep the scalp healthy, eradicate dandruff, or promote the growth of hair. They also agree to cease representing that the product is a French discovery and is not a dye.

#### **Plough Inc. Modifies Cosmetic Claim by Agreement**

Plough Inc., Memphis, Tenn., has stipulated with the Federal Trade Commission that it will discontinue representing that Black and White ointment and Black and White skin soap, together or separately, will give quick relief from itching or skin irritations or be of value except as a germicide or to afford palliative relief; that the ointment will clear up athlete's foot or relieve stubborn ringworm infection; that the bleaching cream will lighten dark, ugly skin, and that other skin blemishes may be easily removed with Black and White bleaching cream, and agrees to desist from other misrepresentations in connection with its

cosmetics. The respondent further agrees not to publish any testimonials containing representations contrary to the stipulated agreement.

#### **George H. Woods, Popular Figure in Trade, Dead**

George H. Woods, who has long been associated with the perfumery, drug and extract trades in Chicago, Ill., died May 3 after a short illness. Mr. Woods was forty-nine years old, and had been associated with his brother, Frank Z., in the industrial alcohol business for the past twenty years. He was a member of the American Legion, a charter member of Post 2825 of Veterans of Foreign Wars, and also of the American Expeditionary Forces, having spent two and one-half years in the Army of Occupation on the Rhine.

#### **Bruce MacFarlane New Sales Manager for Anchor Cap**

R. Bruce MacFarlane has been appointed sales manager of the closure division of the Anchor Cap & Closure Corp., Long Island City, N. Y.

#### **Not Enough Naptha in Naptha Soap Chips, Says F.T.C.**

Alleging that Fels Naptha Soap Chips do not contain a sufficient amount of naptha to increase its cleansing power or to warrant its being labelled as a naptha product, the Federal Trade Commission has issued a complaint against Fels & Co., Philadelphia.

#### **Griffiths Urges Drug Chains to Aid Independents**

Chain drug stores were urged to stop fighting public disapproval and to act to create public confidence through working with independent stores by joining local associations. The appeal was made by Fred J. Griffiths, of Pennsylvania Drug Co., secretary of the National Association of Chain Drug Stores, at the opening of the second annual convention of the association at White Sulphur Springs, W. Va., May 3.

Mr. Griffiths said that the Robinson-Patman act should be amended to permit manufacturers to grant the same discounts to chains as are allowed to wholesalers in view of the similarity of the job done by the chain stores. "Some chains have as many stores as wholesalers have customers, therefore the chains should expect the same discounts," he added.

#### **Summer Courses in Cosmetics At New York University**

For the benefit of visitors to the World's Fair, New York University is offering three courses re-

lated to cosmetics during the Summer Session, July 5 to August 11, inclusive. Of special interest to manufacturers' representatives, copy writers, salespeople and demonstrators as well as to teachers, is the course in Cosmetic Hygiene, which can be completed during the first three weeks. It is a non-technical course covering all factors that relate to the individual's appearance, and the composition and correct use of cosmetic products on the market. The other two courses relate to the beauty culture trade. All are conducted by Miss Florence E. Wall.

Registration starts July 1. For details, address Department of Home Economics, New York University, Washington Square, New York, N. Y.

#### **Demand for Vanilla Beans Good Despite Higher Cost**

The vanilla bean market is in a strong position on all varieties according to the latest review of the M. Cortizas Co. The demand has been very good during the month of April, despite the high cost of the beans. In some quarters this demand was not expected, as most of the trade has been purchasing their requirements only as needed. Nevertheless, in view of the firmness and expected higher markets, a good many manufacturers have covered their requirements for 1939 and early 1940. If this demand continues unexpected prices will be paid later on.

Mexican whole beans are moving rapidly, as prices compare very favorably now with Mexican cuts, which are becoming scarcer every day. It is likely there will be no Mexican cuts for sale next summer, unless obtained from whole beans. Prices of these Mexican whole now compete very favorably with Bourbons, since the Mexican whole beans can be obtained at a lower price than Bourbons.

Stocks of Bourbon vanilla beans are not sufficient in France. Standing orders cannot be filled until new arrivals from the Islands reach Marseille. General opinion is that the greatest bulk of this crop is not of keepable quality, and caution ought to be exercised this year on all beans of Bourbon origin.

#### **Pepsodent and Houbigant Appear in Anti-Fair Trade ad**

A recent advertisement in the Frank's Economy Store campaign against price-fixing and price-raising in Vermont which is demanded by retail druggists, displayed a \$25,000 check paid by the Pepsodent Co. to the National Assn. of Retail Druggists as a peace offering after the company had long refused to issue price contracts. Houbigant also paid, said the advertisement.





# TH. MUHLETHALER CO. LTD.

N Y O N ( S W I T Z E R L A N D )

## Mélanigène

the new, water-soluble ANTI-SUNBURN product for  
CREAMS • SKIN-OIL-EMULSIONS • LOTIONS

It promotes the formation of the natural pigment, MELANINE, and the tanning of the skin, at the same time protecting the skin from harmful burning.

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J. M. SCHEAK & COMPANY  
110 CHURCH ST., TORONTO

Our representatives for the United States

## Orbis Products Corp.

215 PEARL STREET

NEW YORK CITY, N. Y.

### IT IS SO EASY TO GET HIGHEST QUALITY OIL OF BERGAMOT

Simply ask to see the original package. The Law requires that all Bergamot production in Italy be deposited in its warehouse . . . and the coppers and cases clearly marked for easy identification. This is for your protection and is your guarantee of the real product—a product that has been untampered with.

*We export through old established firms. We also have our own commercial office which ships Oil of Bergamot, in any quantity, to purchasers throughout the world. Your inquiries Invited.*

**CONSORZIO PROVINCIALE AGRICOLTURA**

**SEZIONE BERGAMOTTO  
REGGIO CALABRIA, ITALY**

Our Specialty

### CITRUS OILS

From our Factory in Palermo, Italy—New Crop Oils

PURE HAND PRESSED LEMON

PURE HAND PRESSED ORANGE

PURE HAND PRESSED MANDARIN  
SPECIAL MACHINE LEMON

### BERGAMOT OIL

ORIGINAL CONSORZIO PACKAGE

SWEET ALMOND OIL ITALIAN "SCACCIAOCE"  
BRAND." Unquestionably the finest oil obtainable.

Convince Yourself—Obtain Samples

## CITRUS and ALLIED ESSENTIAL OILS CO.

55 E. 11th Street, New York, N. Y.

Official Stock Distributor for Consorzio Provinciale  
Agricoltura Sezione Bergamotto Reggio Calabria,  
Italy

### Postponement of Effective Date Of Act Advisable, Says Dunn

Charles Wesley Dunn, counsel to the American Pharmaceutical Mfrs. Assn., in his address at the recent label clinic meeting sponsored by the Pharmaceutical Advertising Directors Club, recommends the full support on the part of manufacturers to the proposed bill to postpone the effective date of the new drug and cosmetic act. Hugo Mock and John S. Hall, experts on the law, concur in this view.

### Campaign to Unmask Activities of Consumer Groups

An advertising campaign to unmask the activities of the Consumer's Research, Inc., the Consumers Union and others engaged in similar propaganda was launched at a meeting of the Sales Executives Club held May 2 at Hotel Roosevelt, New York, N. Y. The campaign was proposed under the direction of Charles Pelham, vice-president of Fuller & Smith & Ross, Inc., New York, N. Y.

Mrs. Anna Steese Wilkinson, director of Consumer Div. of the Crowell Publishing Co. who was introduced by Charles Francis, president of General Foods Corp., cited by actual case instances the misconceptions propagated by these consumer organizations which must be fought against.

Examples of the full-page advertisements which are to appear in all Crowell publications were shown by Thomas H. Beck, president of Crowell Publishing Co. In the advertisements, which are in the form of interviews with such prominent business executives as W. S. Knudsen, president of General Motors Corp.; Charles Francis, president of General Foods Corp.; A. W. Robertson, chairman of Westinghouse Electric & Mfg. Co.; and Sidney G. McAllister, president of International Harvester Co., clear, simple and honest statements are made expressing the

service advertised products have rendered and emphasizing the *truth* about well known products.

This movement is a clarion call to arms in defense, not so much of advertising, but of the worth, honesty and integrity of some of our great business institutions which have rendered economic services to the public in marketing their products nationally through advertising. Mass marketing, it is pointed out, produces mass manufacturing which in turn produces low prices for products and services. Large investments and the public demand for protection compel meritorious products. The slogan of the movement is "that truth about advertising *may prevail*."

### Want Pharmacy Board to Control Cosmetic Manufacture in Penna.

The state board of pharmacy will control the manufacture of cosmetics in Pennsylvania according to the provisions of H 727 introduced in the Pennsylvania legislature. The bill provides in part: "No person shall manufacture drugs, cosmetics or medical supplies except under the immediate and personal supervision of a registered pharmacist or some other person approved by the state board of Pharmacy." The annual permit fee for place of manufacture or wholesaler's place of business is \$5; for broker acting as vendor \$3; and for pharmacy \$2. The bill is aimed, it has been stated, to give druggists a monopoly on the sale of drugs and cosmetics.

### Business-Consumer Conference On Selling Practices June 5 and 6

Over 130 leaders from business, consumer organizations, educational institutions, and government agencies in the United States and Canada have accepted the invitation of the National Association of Better Business Bureaus to become members of the

Advisory Council for the Business-Consumer Relations Conference on Advertising and Selling Practices to be held in Buffalo, N. Y., June 5 and 6, 1939.

### New York City Would Require Full Formula Disclosure in Bill

A bill introduced in the City Council of New York City, No. 534, if passed, will require a complete quantitative and qualitative formula disclosure. It will be filed with the Commissioner of Public Health in a sealed envelope. The commissioner is given power to refuse to register products if he believes the claims are not substantiated. The bill covers foods, drugs and cosmetics and requires a \$10 license fee annually and a \$10 registration fee for each product.

The bill is intended primarily to raise revenue; but if passed it will set a dangerous precedent for other cities to follow. A determined effort is being made to defeat the bill.

### Joint Drug Committee to Work with F.D.A. on Labels

A permanent joint committee of members of the American Pharmaceutical Manufacturers Assn. and the American Drug Manufacturers Assn. has been formed to confer with the Food and Drug Administration regarding the labeling provisions of the new food, drug and cosmetic act. Chief members of this committee are: Dr. F. O. Taylor, Parke, Davis & Co.; Dr. Charles E. Vanderkleed, McNeil Labs., and E. B. Carter, Abbott Labs. The first recommendation made by the committee was that a clear, short, simple warning statement will serve consumer interests better than a long elaborate one.

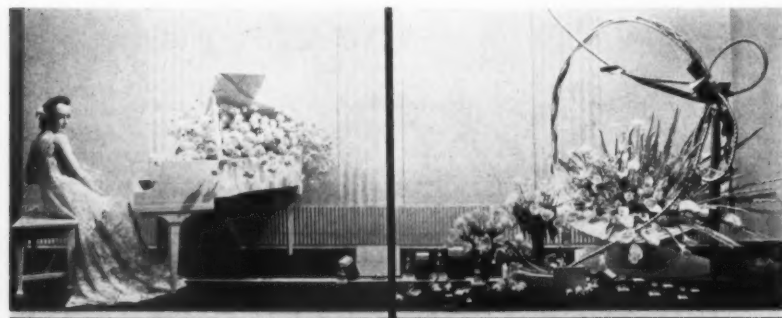
### Elizabeth Arden Opens New Paris Salon

Since the first week in April, Parisiennes have been offered the pleasure of being made beautiful in the attractive surroundings of the new Paris salon of Elizabeth Arden located in the heart of Place Vendôme at No. 7.

Miss Arden has just recently returned to New York after a trip abroad to supervise personally at the opening of the salon.

### BIMS Banged the Ball In Summit, N. J., May 11

The first meeting of the 1939 season of the BIMS was held at the Canoe Brook Country Club, Summit, N. J., May 11. The affair was arranged by Martin Schultes, Charles W. Darr and W. F. Zimmerman, who compose the executive committee.



Lenthéric's Perfume-Flower Show, an annual Easter event at J. W. Robinson's Department Store, Los Angeles, Cal., included a colorful spectacle of real flowers arranged in distinctive style themes in eight windows to interpret Lenthéric perfumes. The window devoted to Numéro Douze had a white grand piano opened to reveal a mass of carnations and a huge basket of Easter flowers. A ricksha laden with lilies represented Shanghai in another window.

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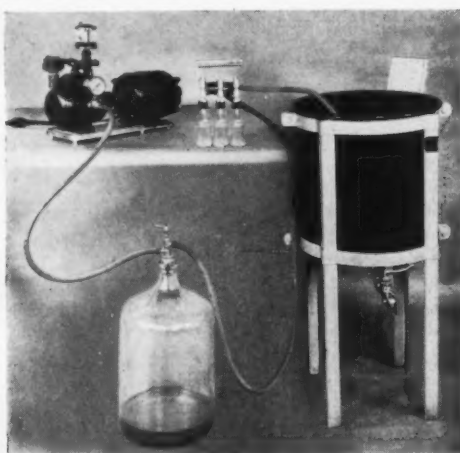
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### Fritzsche Bros., Inc., Have Two New Branch Offices

In order to serve the trade more efficiently in territories contiguous to Cincinnati and Cleveland, Ohio, Fritzsche Bros., Inc., New York, N. Y., has established branch offices at 2306 Carew Tower, 5th and Vine Sts., Cincinnati, and at 1406 Standard Building, 1370 Ontario St., Cleveland.

James R. Eller will manage the Cincinnati office, while James F. Shumaker will be in charge of Cleveland. Both Mr. Eller and Mr. Shumaker were located formerly at the Columbus office. The latter office will continue as in the past under the direct supervision of George L. Ringel, vice-president in charge of eastern sales. It is not the present intention of the company to carry stocks in the new offices.

### Coty, Inc., to Separate Foreign and Domestic Holdings

Stockholders of Coty, Inc., New York, N. Y., have agreed to the segregation of the company's foreign and domestic properties into separate companies. One share of the foreign company and one share of the American company will be exchanged for each share of the present stock of Coty, Inc.

### New Manila Office For Mennen Co.

The Mennen Co., Newark, N. J., will open its own office in Manila, P. I., to be managed by G. Warren Heath, assistant foreign sales manager. Oliver Shaw, foreign sales manager, recently arrived in Manila after a three months' trip through the Far East to supervise the opening of the office. In addition to the Mennen line, the new branch will handle a limited number of other products distributed through the same outlets.

### Cosmetics at London Ideal Home Exhibition

The Ideal Home Exhibition is an annual event in London, and two features served to characterize the 1939 show, which opened April 11 for a month. It was held for the first time at Earls Court, the new exhibition premises, making possible more spaciousness in scenic display, and the number of firms exhibiting beauty products and other toilet aids was considerably in excess of the figures for previous years. These included some new firms exhibiting products incorporating new ideas. The Vegetable Health and Beauty Products, Ltd., for example, showed the "Vejuce" series of beauty products which are stated to contain no

animal or synthetic fats, and to have incorporated in them fresh fruit and vegetable juices such as those of strawberry, cucumber, pineapple, celery, apple, carrot and lettuce. They should appeal to thorough-going vegetarians but, unfortunately, the alkaline reaction of some of the products examined suggest that the fruit juices present have been killed, and the statement made in advertising literature that the products contain "vitamin F to nourish the skin, impart lustre to the hair and prevent nail-splitting" would not be permissible in the States. In "Beautybrow" another new firm, Comtesse Beauty Preparations, Ltd., showed a novelty—an anaesthetic cream for use in connection with eyebrow plucking.

At several stands, demonstrations of make-up were given, and one which attracted much attention was that of Max Factor, where demonstrations of both the Max Factor ordinary make-up and the special water-proof "Pancake" make-up were to be seen. Other specially attractive stands of firms whose names are well known in America were those of Potter & Moore, Ltd., Henry Tetlow Co., Ltd., and Adele Maurice, Ltd. On the stall of the first of these firms, a special display was made of the Jasmine perfume which had been admired by H. R. H. Queen Elizabeth at the recently held British Industries Fair.

The Yeast-Pac Company reported increasing demand for the firm's facial

pack containing yeast and exhibited for the first time, soap, day-cream and nourishing cream, all stated to contain yeast, whose beneficial action on the skin is attributed to its vitamin content. The vitamin story still holds good in Great Britain and the popularity of turtle oil, avocado oil, and hormone creams, also continues unabated.

Manicure preparations were not greatly in evidence but Coralie's Hand and Nail Culture Institute, Ltd., had a nice display of ten new shades made according to an improved formula. As shown by these, fashion trends in Great Britain are towards russet, magenta and allied tints. This firm's products are sold in many American stores, the firm's selling agent being R. H. Macy, Inc.

An outstanding novelty was shown by Sheila Kaye Preparations—a new type of lamp for disclosing skin blemishes under the skin before they make their appearance on the surface, thus rendering early treatment possible.

On the whole, the unsettled political situation in Europe had a dampening effect on trade at the exhibition, though make-up displays invariably attracted goodly crowds of interested spectators; and the organizers are to be congratulated for having obtained better support from cosmetic firms for the exhibition than in past years, and the general lay-out of the show.

### Complete Synthesis of Vitamin B<sub>12</sub> By Merck Chemists—Its Importance

The complete synthesis of vitamin B<sub>12</sub> has been accomplished by Drs. S. A. Harris and K. Folkers of Merck Research Labs., Rahway, N. J.

This achievement represents the most recent result of researches which have led to the identification and synthesis of several individual components of the vitamin B complex. Accomplished within a relatively short time after Williams and Cline synthesized Vitamin B<sub>12</sub> Hydrochloride in the Merck Research Labs. in 1935, the synthesis of vitamin B<sub>12</sub> adds another pure crystalline factor to the group further represented by vitamin B<sub>1</sub>, nicotinic acid, and riboflavin.

Vitamin B<sub>12</sub> is known to prevent or cure an acrodynia-like dermatitis in the extremities of young rats as well as a form of severe microcytic hypochromic anemia in puppies. Owing to the limited amounts of the substance which hitherto have been available, it has not been possible to conduct adequate clinical work to determine its possible efficacy as a therapeutic agent in the treatment of human deficiency conditions. But as a result of the synthesis, it is expected that experimental quantities of this vitamin will be available for the first time to permit qualified clinicians to study its effects on humans.



Pond's new 46"x21" display stands enable dealers to store a substantial stock of goods right where customers can see and buy them. Two Mono stands, placed back to back, make the Duo stand shown above.



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**NEROLI ARTIFICIAL**—Fragrant scent of the Orange Blossom. Ideal as a base for compounding. Widely used in lotions, creams, etc.

**ROSE ARTIFICIAL 81412**—Remarkably similar to natural otto which it is often used to replace.

**COLOGNE FARINA**—Refreshing citrus character with a delightful background. Best for toilet waters, colognes, etc.

**PERFUME OIL HELIOTROPE**  
VIOLET 257  
JASMINE N

**LIPTON BOUQUET**—A very low priced, but very alluring, oriental odor.

**ORIENTAL 225**—Masculine as a pipe. Heavy oriental but non-flowery odor.

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All three are truly characteristic of the flower and are remarkably well suited as all purpose perfumes.



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### P. R. Dreyer, Inc., Opens New Pacific Branch

P. R. Dreyer Inc., essential oil manufacturers, New York, N. Y., announces the opening of a new California branch office at 2309 East 8th St., Los Angeles, Calif.

Edward R. Trippe, Jr., West Coast representative for P. R. Dreyer, has established an office with the Industrial Chemical Supply Co., where complete stocks will be maintained for the trade.

### Swindell Brothers, Inc., Announces Changes in Management

The following changes have been announced by Swindell Brothers, Inc.: John J. Jeffries, executive vice-president, has been placed in charge of the general management of the business. Joseph B. Scott, sales manager, will move from New York City to the home office in Baltimore, where he will continue as general sales manager.

### Stabilization of Prices May Hit a Snag

Opposing viewpoints were given at an American Management Assn. meeting held in Chicago April 25 under the direction of Charles Luckman, general manager of the Peppodent Co., on price stabilization. Under price stabilization the wholesaler will retain 15 per cent margin most of which, it was shown, he has been giving to the retailer despite the fact that his operating expense is 13½ per cent. A 10 per cent discount has been passed on to the retailer because of cut-throat competition.

### Chemical Exposition in New York December 4 to 9

The Seventeenth Exposition of Chemical Industries will be held this year at Grand Central Palace, New York, N. Y., during the week of December 4 to 9.

### Court Rules Beauty Culture is Profession

The U. S. Circuit Court of Appeals, St. Louis, Mo. reversed the decision of the District Court which had decided in favor of the Herzberg Department Store, Omaha, Nebr., in its suit against the Ocean Accident & Guarantee Corp. for failure to pay judgment against the store brought by Grace Robertson for burns she suffered when superfluous hair was removed from her face. The insurance company maintained that a clause in the policy exempted professional services. Judge John W. Woodrough of

the circuit court decided in favor of the insurance company on the premise that beauty culture is a profession.

### Westmore to Establish London Business

Ern Westmore, well-known Hollywood make-up expert, is shortly registering Westmore (Hollywood) Ltd. in England, and intends opening premises in Bond St. (London's Fifth avenue) where a big range of beauty products will be available. Agents, it is stated, will not be appointed until the summer, and the new company will trade under its registered name and not under the title of "The House of Westmore."

### Fellowships to Study Metal Tanks and Equipment

Wm. B. Scaife & Sons Co., Pittsburgh, Pa., has established an industrial fellowship in Mellon Institute for the purpose of conducting scientific research on problems pertaining to processes of fabricating and to the use of metal tanks, pressure cylinders, and water-softening equipment.

### United Drug Co. Committee Revising 12,000 Labels

A label committee, composed of members of the legal, research, packaging, sales, advertising, and production departments of the United Drug Co., Boston, Mass., since its organization in September, it is stated, has revised about 7000 of the company's labels and has approximately 5000 more to go through. Revision without destruction of characteristic label designs has been the most difficult problem, the committee reports.

### Essential Oil Exports from France to U. S. Lower

Generally speaking buying on American account has lagged since the second quarter of 1937. Exports of essential oils from France to the United States during the third quarters of 1937 and 1938 follow:

#### EXPORTS OF ESSENTIAL OILS FROM FRANCE TO THE UNITED STATES

	3rd Quarter 1937		3rd Quarter 1938	
	Pounds	Dollars	Pounds	Dollars
Geranium oil .....	2,256	\$7,971	2,148	\$7,490
Lavender oil .....	13,022	41,219	6,467	17,900
Miscellaneous essential oils .....	19,580	40,938	19,261	24,995
Other perfume oils .....	7,403	16,538	3,460	10,208
Jasmine essence .....	89	14,683	255	31,288
Rose essence .....	146	14,487	122	10,966
Tuberose essence .....	6	405	12	1,261
Lavender essence .....	...	...	6	202
Other floral essences .....	1,599	6,163	335	5,889
	44,101	\$142,404	32,006	\$110,199
Floral waters .....	3,716	\$1,884	2,799	\$684
		\$144,288		\$110,883

### Procter & Gamble Co. Launches New Liquid Dentifrice

The new liquid dentifrice, Teel, on which the Procter & Gamble Co. has spent two years of research and six months of testing has been launched on the national market. Sampling, radio, newspaper and magazine advertising is being used. Teel is said to contain the patented cleansing agent used in Drene.

### BIMS of Boston Born and Bouncing

The BIMS of Boston has been organized. A charter was presented to them April 20 at a meeting in the Maison Lafayette, Boston, by Martin Schultes, chairman of the original BIMS of New York. The executive committee of the Boston section is: Robert O. Kelly, chairman; Frank Langlois and Peter Wiles. Members of the general committee are: George Z. Esslinger, F. J. Karler, Steven Higgins, Peter Stengel, Ralph Stewart, and Martin Schultes, honorary member. The first golf party will be held in June at the Commonwealth Golf Club in Newton, Mass.

### Close Out Sales Regulated In New Oregon Law

Close out sales are regulated in the new Oregon law relating to unfair competition.

### Salesmen's Association Hears Talk by Dr. E. M. Frankel

The Salesmen's Association of the American Chemical Industry held a luncheon meeting at the Chemists Club May 10. Joseph M. Wafer, assistant sales manager of the Chemical Sales Division of the West Virginia Pulp & Paper Co. and head of the association, presided. Dr. Edward M. Frankel, consultant for the West Virginia Pulp & Paper Co. and a director of Oldtyme Distillers, Inc., addressed the meeting.

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## COMING MEETINGS

- May 15-17—Proprietary Assn., Hotel Biltmore, New York, N. Y.  
 May 22-24—Toilet Goods Assn., Hotel Biltmore, New York, N. Y.  
 June 5-7—Flavoring Extract Manufacturers' Assn., Hotel Pennsylvania, New York, N. Y.  
 June 5-6—Natl. Assn. Insecticide & Disinfectant Mfrs., Hotel Biltmore, New York, N. Y.

## OBITUARIES

### Henry Pfeiffer

Henry Pfeiffer, president of Wm. R. Warner & Co., New York, N. Y., and vice-president and director of Richard Hudnut, New York, N. Y., died April 13 at the age of 82.

Mr. Pfeiffer was born March 3, 1857 in Lewistown, Pa. He attended North Central College, Naperville, Ill., and in 1891 moved to St. Louis, Mo., where ten years later he founded the Pfeiffer Chemical Co. In 1908

he purchased the Warner Co. and moved to Philadelphia. Nine years later he moved his company headquarters to New York. He built his pharmaceutical business into an international concern with branches all over the world.

Mr. Pfeiffer was also one of the outstanding laymen of the Methodist Church and a generous contributor to its foreign missions and educational institutions. His many gifts include a gymnasium for North Central College, a library for the MacMurray College, Jacksonville, Ill., a liberal college for Negro women in Greensboro, N. C., and \$100,000 to Cornell College, Mt. Vernon, Iowa.

He is survived by his wife, sister, and five brothers.

### William Frederick Charles

William Frederick Charles, of Zenobia, Ltd., died March 3. W. F. Charles was governing director of Zenobia, Ltd., a well-known British firm of manufacturing perfumers which he founded in Loughborough, forty years ago. He was a qualified pharmacist, and prior to founding this firm was engaged in the retail drug trade. The firm was converted into a private limited liability company in 1911, and for some time has specialized in the production of floral perfumes.

He leaves a widow, and a daughter,

who is the wife of Captain C. Emerson Huston, joint managing director of Zenobia, Ltd., with Wilson Lax (a nephew).

### Julian F. Thompson

Julian F. Thompson, treasurer of McKesson & Robbins, Inc., New York, N. Y., since 1930, died April 21 at the age of 51 after a week's illness.

Mr. Thompson was born in Newton, N. J. He attended Lawrenceville School and was graduated from Princeton University in 1907. His successful business career begun after a year of study at Oxford University, England, was only interrupted by service in the World War.

He is survived by his widow, daughter and son and two brothers.

### Walter B. Swindell, Jr.

Walter B. Swindell, Junior, who was president of Swindell Brothers, Inc., Baltimore, Md., died suddenly on April 6 at the age of 59. He was closely associated with the glass industry for many years. He is survived by his widow and a son and daughter by his first marriage.

### Edward Percy Gamble

Edward Percy Gamble, son of James Lauder Gamble, who founded the Procter & Gamble Co., Cincinnati, Ohio, died April 24 in his Palo Alto, Calif., home at the age of 86. He was co-founder of the Elizabeth Gamble Hospital, Cincinnati.

### Thomas E. Waters

Thomas E. Waters, manager of laundry and textile sales division of Procter & Gamble Co., Cincinnati, Ohio, died April 21 after a long illness. He had been with the company since 1909. He is survived by his widow and daughter.

### G. Edson Clark

G. Edson Clark, of Whittaker, Clark & Daniels, New York, N. Y., and brother of Samuel H. Clark, president of that company, died suddenly April 24 at the age of 56.

Mr. Clark joined the company in 1934 and was in charge of New Jersey sales.

In addition to his brother, he is survived by his widow and daughter.

## TRADE JOTTINGS

A tie-up between Hampden's Powd'r Base and the stars of the Broadway show *Hellzapoppin* will be the basis of a three months' special promotion campaign by 200 Whelan stores in New York and vicinity. According to Howard Byrne Asso., publicity directors, 240 Walgreen stores in Chicago

and vicinity will also launch a three months' promotion campaign on Powd'r Base to coincide with the release in Chicago's movie houses of Warner Bros. technicolor short, *Color Parade*, a section of which deals with this product.

J. W. Marrow Mfg. Co., Chicago, Ill., makers of Mar-O-Oil Shampoo, who recently appointed Hays MacFarland & Co., Chicago, Ill., as their advertising agents, announces the largest advertising campaign in its history which will feature color advertisements in the major women's magazines.

A three months' test campaign has been started by Campbell-Ewald Co. for the Mary Pickford Cosmetic Co. to determine copy appeals. Three appeals are being studied in newspaper and radio promotion, namely, price, integrity, and romance.

Drezma, Inc., manufacturers of facial preparations and beauty aids, announces the removal of its offices to new and larger quarters at 730 Fifth Ave., New York, N. Y.

Parfums Schiaparelli now adds bath essence to the *Shocking* group. The amber-colored liquid, so concentrated that only ten drops are needed to perfume the bath and boudoir, comes in the regular dressmaker bottle.

"Airspun" powder is now offered by Coty, Inc., in a new pressed powder vanity. Because it is "Airspun" powder, the makers state, it whisks off the cake onto the puff almost as easily as loose powder does.

Shavette is a new electric shaver introduced by Schick especially designed for use by women. It requires no soaps or creams and is packed conveniently for traveling.

Lucien Lelong has three new Duvelyn Flower shades of lipstick to complement the present pastel "little girl" fashions. The three shades are called: Pink Rose, a light pink; Dianthus, a brighter pink; and Camellia, the color of the flower.

Barbara Gould has a new skin stimulant, a lotion called Rose Blush, which has an emulsified oil base. It is recommended for dry, normal, or oily skins to bring a glow or deep blush to the skin.

Visitors to the New York World's Fair will have a chance to meet the seven Ogilvie Sisters at their exhibit in the Hall of Pharmacy and the Drug Store of Tomorrow.

*The American Perfumer*



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| <input type="checkbox"/> Cleansing Cream   | <input type="checkbox"/> Perfumes       |
| <input type="checkbox"/> Acne Treatment    | <input type="checkbox"/> Shampoo        |
| <input type="checkbox"/> Cold Cream        | <input type="checkbox"/> Lotions        |
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## NEW YORK MARKET

**A** SHARP recovery in lemon, advances in Bourbon geranium, and a decline of a cent a pound in citric acid were among the many price developments that were noted in essential oils and chemicals over the past month.

Further gains were also recorded in vanilla beans, and spot prices on lemongrass and Ceylon citronella reflected an upward trend at centers.

### Lemon Oil Situation

For a time both California and Italian lemon oil were down to the lowest level in over two years. This situation was quickly corrected as the result of heavy buying in Italy for European consumption. The threat of war involving Italy as an opponent of democratic countries caused consumers to step up purchases for fear that shipments would be shut off. Since California oil reflected the sharp break in the imported oil early in the month, the domestic market quickly responded to the sudden reversal in the trend abroad. While an actual shortage of lemon oil is believed to be highly improbable in the event of any trouble abroad, suppliers of the domestic article have nevertheless been exercising a degree of caution especially in view of the fact that the heavy consuming season is about at hand. In the last war many countries were dependent on Italy for shipments, but today the United States is believed to have ample supplies to take care of its requirements.

It is expected that sales of lime and orange will improve along seasonal lines in the not distant future. The season has been late this year, but the arrival of real warm weather is expected to bring about a good demand for the account of the soft

drink trade. Inquiries for Italian orange have revealed the fact that stocks here are very small. Any sizable purchases would likely go unfilled because few dealers have cared to carry large quantities on hand in view of the low prices that have prevailed for domestic oil since the beginning of the year.

### Citric Acid Down

The reduction in citric acid came as a surprise to many in the trade since the heavy consuming is nearby and previous prices had been regarded as attractive to consumers.

### Geranium Oil Advances

A sudden advance in Bourbon geranium oil was most interesting in view of the period of weakness that had prevailed in this market for so long. The reversal in the trend was caused by a cyclone that struck the Island of Reunion early in the month. For a time the market was very nervous in the absence of detailed reports from the source. Later, advices indicated that approximately thirty-five per cent of the plantations had been badly damaged by the storm. Other floral oils displayed a good tone. Spanish rosemary and spike lavender were closely held by dealers.

Fluctuations in anise and cassia were confined within narrow limits. The situation in the Far East failed to show much change. Offerings of replacement goods were not very numerous. Demand for both articles remained quiet. Brown camphor oil derivatives were all scarce and firm.

A disturbing factor in the mint oil market was the arrival of several thousand pounds of Russian peppermint oil. The latter was offered here at below the prices prevailing on Michigan oil. Weather conditions in

the West have not been very favorable. According to reports planting will be rather late this year.

### Aromatic Chemicals

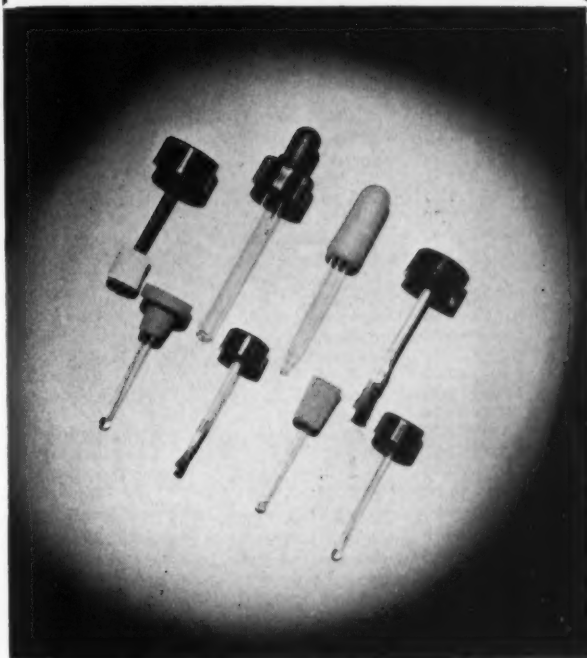
Aromatic chemical manufacturers are optimistic regarding the nearby outlook. Indications point to a continued good movement of material between now and June. Total sales in April were ahead of those noted in the preceding period, with the demand coming from perfumers, insecticide manufacturers, and various other consuming lines.

Demand for cinnamic alcohol was spotty, but the volume was quite satisfactory. The call for citral was entirely routine yet sufficient interest was shown to keep prices steady. Ample production of vanillin has kept the market in a position highly advantageous for consumers. A fair number of inquiries were noted and the demand was said to be level with the volume in the preceding period.

Although the gum Arabic market turned firmer, advances in this market failed to keep pace with the gains registered at the source. Reports from the Sudan indicate that production will be smaller. Since certain countries are expected to curtail purchases this year because of political conditions abroad, importers do not seem impressed by the reports of the smaller output. The better grades of tragacanth are closely held here. Quotations on benzoin are steady.

Crude coconut oil remained very steady though the situation was regarded by some as a shade firmer because of developments abroad where copra was said to be tending upward. Inquiry for corn oil was light, but quotations were a shade higher at the close. Glycerine was steady to firm. Full prices were quoted in all directions.

## APPLICATORS OF DISTINCTION



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VINELAND, NEW JERSEY

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*Presents...*

### ROYAL SANTAL

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Typical of the skill of Standard Synthetics in compounding new and different aromas that can make your products simply irresistible.

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Generous samples gladly submitted. Likewise quotations on your requirements. Meanwhile, submit that scenting problem for our collaboration.

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**KELTON**

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NEW YORK, N. Y.

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1009 W. ADAMS ST. CHICAGO, ILLINOIS

Gentlemen:  
Without cost or obligation give us your suggestions for revising the enclosed labels in accordance with the new law, taking effect June 25, 1939.

Name \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_  
City \_\_\_\_\_



# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.00@	\$2.35
S. P. A.	2.10@	2.45
Sweet True	.57@	.65
Apricot Kernel	.30@	.35
Amber rectified	.48@	.55
Amyris balsamifera	3.00@	3.25
Angelica root	42.00@	65.00
Anise, U. S. P.	.70@	.78
Aspic (spike) Span.	1.50@	1.85
French	1.55@	
Bay	1.15@	1.30
Bergamot	3.80@	4.00
Birch, sweet	1.55@	2.65
Birchar, crude	.18@	.22
Birchar, rectified	.70@	.85
Bois de Rose	1.55@	2.00
Cade, U. S. P.	.38@	.43
Cajeput	.44@	.55
Calamus	4.25@	6.00
Camphor "white"	.30@	.35
Cananga, Java native	1.30@	1.50
rectified	1.65@	2.00
Caraway	1.75@	1.95
Cardamon, Ceylon	13.50@	25.53
Cassia rectified, U. S. P.	.95@	1.10
Cedar leaf	.55@	.65
Cedar wood	.17@	.20
Celery	7.75@	10.00
Chamomile (oz.)	5.50@	8.00
Cinnamon	8.00@	16.25
Citronella, Ceylon	.37@	.42
Java	.30@	.35
Cloves, Zanzibar	1.00@	1.07
Copaiba	.55@	.60
Coriander	12.65@	15.00
Croton	1.30@	1.40
Cubebs	2.50@	2.75
Cumin	6.75@	8.50
Dillseed	2.75@	3.75
Eriogon	2.40@	3.00
Eucalyptus	.37@	.45
Fennel, Sweet	1.15@	1.50
Geranium, Rose, Algerian	2.65@	3.00
Bourbon	2.75@	3.25
Turkish	2.05@	2.60
Ginger	4.85@	5.35
Guaiac (Wood)	2.25@	2.90
Hemlock	.90@	1.10
Juniper Berries	1.20@	1.75
Juniper Wood	.50@	.60
Laurel	6.50@	8.00
Lavender, French	2.35@	4.75
Lemon, Italian	2.60@	3.25
Calif.	2.40@	
Lemongrass	.40@	.50
Limes, distilled	3.10@	3.50
expressed	6.75@	8.00
Linaloe	1.20@	1.30
Lovage	60.00@	70.00
Marjoram	5.25@	8.00
Neroli, Bigarde, P.	115.00@	130.00
Petale, extra	140.00@	155.00
Olibanum	5.00@	5.25
Opopanax	10.00@	12.00
Orange, bitter	1.85@	2.35
sweet, W. Indian	1.75@	2.25
Italian	2.40@	3.25
Spanish	2.60@	3.10
Calif. exp.	.75@	.90
Orris root, con. (oz.)	5.00@	5.50
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Pennyroyal Amer.	1.75@	2.25
French	1.80@	2.50
Peppermint, natural	2.20@	2.30
redistilled	2.40@	2.60

Petitgrain	.90@	1.10
Pimento	2.25@	5.00
Pinus Sylvestris	1.95@	2.20
Pumillonis	1.80@	1.95
Rose, Bulgaria (oz.)	5.50@	13.00
Rosemary, French	.58@	.70
Spanish	.65@	.80
Sage	1.60@	2.00
Sage, Clary	25.00@	30.00
Sandalwood, East India	4.60@	5.50
Australia	5.25@	6.00
Sassafras, natural	.95@	1.30
artificial	.35@	.39
Snake root	9.50@	11.00
Spearmint	1.70@	1.90
Thyme, red	.95@	1.25
White	1.00@	1.25
Valerian	8.00@	10.00
Vetiver, Bourbon	4.60@	6.50
Java	3.00@	7.00
Wintergreen	3.35@	8.00
Wormseed	2.10@	2.85
Ylang Ylang, Manila	18.00@	24.00
Bourbon	2.50@	5.75

## TERPENELESS OILS

Bay	2.85@	3.75
Bergamot	9.00@	14.00
Clove	3.25@	5.00
Coriander	40.00@	
Geranium	8.00@	12.50
Grapefruit	50.00@	64.00
Sesquiterpeneless	85.00@	
Lavender	7.50@	11.50
Lemon	14.50@	21.00
Lime, ex.	44.00@	60.00
Orange, sweet	98.00@	110.00
bitter	90.00@	115.00
Petitgrain	2.50@	3.50
Rosemary	2.50@	4.00
Sage, Clary	90.00@	
Vetiver, Java	35.00@	
Ylang Ylang	28.00@	35.00

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.35@	2.00
Alcohol C 8	16.00@	20.00
C 9	25.00@	40.00
C 10	9.50@	12.00
C 11	17.50@	22.00
C 12	8.00@	18.00
Aldehyde C 8	25.00@	30.00
C 9	40.00@	65.00
C 10	38.00@	55.00
C 11	27.00@	40.00
C 12	24.00@	32.00
C 14 (so-called)	13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	4.50@	5.80
Amyl Cinnamate Aldehyde	2.00@	3.50
Amyl Formate	1.60@	1.90
Amyl Phenyl Acetate	3.00@	5.55
Amyl Salicylate	.50@	.75
Amyl Valerate	2.00@	2.40
Anethol	1.10@	1.45
Anisic Aldehyde	2.80@	3.20
Benzophenone	.90@	1.30
Benzyl Acetate	.50@	1.05
Benzyl Alcohol	.70@	1.00
Benzyl Benzoate	.97@	1.80
Benzyl Butyrate	4.00@	6.00
Benzyl Cinnamate	4.25@	6.80
Benzyl Formate	3.50@	3.60
Benzyl Iso-eugenol	10.25@	12.30

Benzylidenacetone	2.00@	3.50
Borneol	1.75@	2.00
Bornyl Acetate	1.25@	4.50
Bromstrol	3.75@	4.25
Butyl Acetate	.25@	.30
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Cinnamic Acid	3.75@	4.50
Cinnamic Alcohol	2.70@	3.35
Cinnamic Aldehyde	.85@	1.25
Cinnamyl Acetate	7.50@	11.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.75@	2.80
Citronellal	.85@	1.65
Citronellol	1.60@	2.00
Citronellyl Acetate	3.50@	5.00
Coumarin	2.75@	3.00
Cuminic Aldehyde	27.00@	48.00
Diethylphthalate	.24@	.33
Dimethyl Anthranilate	5.75@	8.00
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.75@	7.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.25@	3.80
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.20@	2.35
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	5.30@	5.50
Eucalyptol	.57@	.65
Eugenol	1.75@	2.25
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.50@	2.35
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	3.50@	6.00
Heliotropin, dom.	2.00@	2.80
foreign	2.35@	2.50
Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.00
Indol, C. P. (oz.)	1.90@	4.25
Iso-borneol	2.30@	
Iso-butyl Acetate	2.00@	2.65
Iso-butyl Benzoate	2.70@	3.10
Iso-butyl Salicylate	2.75@	5.50
Iso-eugenol	3.25@	3.60
Iso-safrol	2.00@	
Linalool	2.35@	4.75
Linalyl Acetate 90%	2.25@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthyl, Japan	2.95@	3.10
Synthetic	2.25@	3.00
Methyl Acetophenone	1.31@	2.00
Methyl Anthranilate	2.25@	3.25
Methyl Benzoate	.75@	1.75
Methyl Cinnamate	2.00@	3.10
Methyl Eugenol	3.50@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	25.00@	28.00
Methyl Iso-eugenol	6.25@	11.50
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.00@	5.25
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.35@	.40
Musk Ambrette	3.25@	3.65
Ketone	3.40@	3.80
Xylene	1.00@	1.25
Neralin (ethyl ester)	1.55@	1.80
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	3.60@	5.25
Paracresol Methyl Ether	2.50@	3.50
Paracresol Phenyl-acetate	5.00@	8.50

[Continued on page 86]



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**FILLING MACHINES**—paste—Karl Kiefer, V.seo, Elgin 2-spout, Urie piston type, Colton hand tube and jar.

**FILLING MACHINES**—powder—Day auger, Stokes 15-A, Stokes 15-C, Stokes and Smith, Pneumatic scale 12-spout.

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Incorporated 1904

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Our monthly magazine, "Progressive Perfumery and Cosmetics", sent free on request.

Tallow, N. Y. C. extra	.051/4@	
Grease, white	.051/8@	.051/2
Lard	.061/2@	.09
Cocoonut Oil, tanks	.073/8@	
Corn Oil, distilled, bbls.	.083/4@	.09
Red Oil, distilled, tanks	.061/2@	.071/2
White drums	.103/4@	.111/4
Stearic acid		
Triple pressed	.131/4@	.141/4
Saponified	.131/2@	.141/2
Gaster No. 1, tanks	.08@	.09
Cocoonut, Manila Grade, tanks	.081/8@	
Corn, crude, Midwest mill, Tank	.061/8@	.061/4
Cotton, crude, Southeast, tanks	.055/8@	.053/4
Lard, common No. 1 bbls.	.083/4@	
Palm, Niger, casks	.033/4@	.037/8
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Tallow, acidless, barrels	.081/2@	

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NEW BRUNSWICK, NEW JERSEY

SHEET METAL GOODS : CORK TOPS : SPRINKLER TOPS : DOSE CAPS

*Look at your Package!*

Does it attract attention? • Does it show *outside*  
how good your product is *inside*? • Does it  
win sales by influencing customers? • Does it  
have vitality? • If the answer is NO, get in  
touch with us now . . . before the new law goes  
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**HAS BEEN EXTENDED TO JUNE 20TH**

Realizing that hundreds of firms are in a quandary as how to comply with the new regulations of the Food, Drug and Cosmetic Act—some of which must be complied with by June 25th—our editors have arranged with reliable experts to give technical and legal suggestions for the revision of your perfume, cosmetic and toilet preparation labels . . . at a price within the reach of even the most modest-sized company.

**RATE:** The charge is only fifty cents per label submitted. Due to the very low charge, use of this service is restricted to AMERICAN PERFUMER subscribers.

This vital help is being offered on a strictly non-profit, non-competitive basis. *It is not for subscribers belonging to a trade association giving similar service to members. Nor is it for those who can afford to consult a label specialist.*

Our EMERGENCY SERVICE, instead, is for subscribers who do not know where to turn for competent advice or who feel that they cannot afford a consultant's rates.

## BEFORE SENDING US YOUR LABELS READ THESE INSTRUCTIONS CAREFULLY

1. You must be a subscriber.
2. Sign the coupon below and return together with fifty cents for each different label submitted.
3. Send all labels in triplicate, each pasted on separate sheets of paper, so there will be plenty of white space for marking notations and changes.
4. This service does not apply to food or flavors. It applies only to perfumes, cosmetics and toilet preparations.
5. Do not send booklets or enclosures. Only labels will be considered.
6. THE AMERICAN PERFUMER assumes no responsibility for suggestions or recommendation. All recommendations will be made with the best and most recent knowledge of the experts we employ.

All labels will be handled in order of receipt and will be returned first class mail as quickly as possible. We urge you not to delay.

## SEND THIS COUPON WITH YOUR LABELS

THE AMERICAN PERFUMER, 9 East 38th Street, New York, N. Y.

As per your special EMERGENCY SERVICE offer I am enclosing . . . labels (in triplicate) for your revision.

I understand that the opinions, suggestions or criticisms made will be based upon the best judgment of your experts and that the AMERICAN PERFUMER believes them to be true, but neither the experts nor yourselves can guarantee them.

Enclosed find check, money order or stamps to cover your charge of fifty cents for each different label enclosed.

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Signed by . . . . .

Street Address . . . . .

City & State . . . . .



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